

**Profiling Consumer Decision-Making Styles and
Consumption among Young Adult Consumers in
Northern Cyprus: From Marketing Communications
Perspective**

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ABSTRACT

In the ever increasing competitive environment of today's globalized markets due to shifts and changes on determinants of satisfaction, identification of consumer motives towards marketer's desired section is crucial. Whether actual need recognition or a different purchase decision approach is more dominant, it has to be identified through isolating its individual drives and thus bringing about the essence of marketing communication.

The aim of the study is to identify and understand the relations between the consumer decision-making styles, materialism values, symbolic consumption and marketing communication tendencies of young adults who live in Northern Cyprus, particularly during the purchases of apparel goods.

Hence, this study focuses on quantitative research. The survey method was used to explore constituents of purchasing decision formation. Two scales and many variables were designed to understand the current situation in Northern Cyprus. These two scales were used to explore the situation considering Sproles & Kendall's Consumer Style Inventory (CSI) and Richins & Dawson's Materialism Scale and in addition to these marketing communication and symbolic consumption oriented questions were also prepared. Through exploratory factor analysis, eight main categories were identified as; Perfectionist, Brand Conscious, Confused by Over Choice, Recreational, Fashion Conscious, Happiness, Symbolic Consumption (Prestige/status) and Marketing Communication oriented styles. Also, the correlation analysis has helped to understand the statistical relationship between these factors.

Then, the cluster analysis with ANOVA was used to categorize these eleven factors under three segments which are identified in the study as Status Seeker-Fashion Conscious Consumer (1st cluster), Survivor Function oriented Consumer (2nd cluster), and Brand Conscious Status oriented Consumer (3rd cluster) clusters.

The findings in the study prove that, Status Seeker-Fashion Conscious Consumer clusters were being %31 (N=201) of the participants and Brand Conscious Status oriented Consumer cluster being %37 (N=235) of the participants. Since Survivor Function oriented Consumers were presented by %32 (N=209), these are the least affected ones by marketing oriented messages and symbolic consumption tendencies. The 1st and 3rd clusters are more affluent to be considered as targets for efforts of marketing communications and symbolic consumption as they are more prone to consume and purchase under influence of these messages and symbolic motives rather than solid functional needs.

Keywords: Consumer Decision-making Styles, Symbolic Consumption, Marketing Communication, Factor Analysis, Cluster Analysis.

ÖZ

Günümüzde, global pazarlarda gittikçe artan rekabet ortamında tüketici tatminindeki kaymalar ve değişiklikler dinamiği bağlamında tüketicinin pazarlamacının istediği doğrultuda hareket dürtülerini ortaya çıkarmak hayati önem arz etmektedir. Bu doğrultuda gerçekten bir ihtiyaç hasıl olduğunda mı yoksa farklı bir satın alma hissi doğrultusunda mı harekete geçildiğinin tespiti ve bu unsurların saptanması çabalarında pazarlama iletişiminin önemini ortaya koymaktadır.

Bu çalışma Kuzey Kıbrıs'ta yaşayan genç yetişkinlerin kılık kıyafet alımındaki karar verme stillerini, sembolik tüketim şekillerini, materyalist değerleri ile pazarlama iletişimi eğilimlerini ve ilişkilerini ortaya koymayı amaçlamaktadır.

Bu bağlamda, bu çalışma ağırlıklı olarak nicel araştırma kullanılarak yapılmıştır ve nitel araştırma ise nicel araştırma bulgularını derinlemesine anlamak ve desteklemek için uygulanmıştır. Anket metoduyla genç yetişkinlerin satın alma kararlarını oluşturma biçimleri ve faktörleri anlaşılmasına çalışılacaktır. Bu çalışmada, Kuzey Kıbrıs'taki durum, Sproles ve Kendall'ın Tüketici Tarzları Ölçeği (TTÖ) ve Richins ve Dawson'un Materyalizm Ölçeği'nin kullanılmasının yanı sıra birçok değişkenin kullanıldığı pazarlama iletişimi ve sembolik tüketimi ortaya koymaya yönelik sorular da konuları irdelemekte kullanılmıştır. İrdeleyici faktör analizi neticesinde; mükemmelliyetçi, marka bilincine sahip, çeşit karmaşası yaşayan, eğlence odaklı, moda bilincine sahip, sembolik tüketim ve pazarlama iletişimi odaklı tüketiciler olarak sekiz tüketici karar verme stilleri ve faktörleri ortaya çıkmıştır. Ayrıca bu stiller ve faktörler arasındaki istatistikî ilişkiyi ortaya koymaya yönelik korelasyon

analizi kullanılmıştır. Sonrasında ise kümeleme analizi ve ANOVA analizi ile sınıflandırılan faktörlerin neticesinde üç farklı tüketici segmenti bulunmuştur: Statü arayan moda odaklı tüketiciler, temkinli fonksiyon odaklı tüketiciler, ve marka bilinçli statü odaklı tüketiciler.

Çalışmanın neticesinde statü arayan moda odaklı tüketiciler %31 (N=201) ve marka bilinçli statü odaklı tüketiciler %37 (N=235) ile sembolik tüketim odaklılıkla çoğunluğu oluşturmaktadırlar. Temkinli fonksiyon odaklı tüketiciler %32 (N=209) ile pazarlama odaklı mesajlardan ve sembolik tüketimden en az etkilenen grup olarak ortaya çıktığından, 1. ve 3. Grup tüketiciler pazarlama iletişimi ve sembolik tüketim çabaları için daha öncelikli olarak hedeflenmektedir. Çünkü bu iki grup aynı zamanda somut fonksiyonel ihtiyaçlardan daha ziyade pazarlama iletişimi mesajları doğrultusunda sembolik dürtülerle satınalma kararı vermektedirler.

Anahtar Kelimeler: Tüketici Karar Verme Stilleri, Sembolik Tüketim, Pazarlama İletişimi, Moda, Faktör Analizi, Kümeleme Analizi.

To My Sons,

Yiđit Can Serim and Mert Can Serim

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Chapter 1

INTRODUCTION

In today's highly competitive marketing communication era, companies produce similar goods and services to achieve their organizational goals and maximize customer satisfaction. Marketing communication signifies the overwhelming essence of communication within the marketing mix of the companies. Proliferation of goods and services and the existence of numerous brands, forces companies to understand the dynamics of consumers' decision-making for market segmentation purposes. Furthermore, companies need to adapt or redesign their marketing communications for promotional mix and marketing mix implementations.

Nowadays, it is vital for a company to analyze their target consumers' decision-making process and styles. The young generation also referred as Generation Y or young adults (those who are born between the years 1977 to 1995) is one of the largest and highly profitable target markets in marketing communication era (Solomon, 2006, p.86). It is important for companies, to learn how and why young adults make decisions to use the goods/services, and to learn about their preferences of brands. Young (being young adult) members of the family have reshaped lifestyles and purchasing decisions. They are the affluent force in the purchasing process. Hence the needs/wants and the lifestyles of young people start to dominate the decision-making of families and their life styles. Young adults with higher levels of income participate in the family purchasing decision-making at a global level. There

are more young people aiming to have careers in business. Their university education and their families' improving income have enabled more participation in family decision-making including purchasing decisions. Also brands play a vital role within the purchasing decision-making of young adults.

To understand young adults' decision-making process, marketing professionals should have desire to learn and understand the means to reach young generation as target consumers. There are differences in young adults' preferences and buying behaviors. Strategic branding must reach potential young generations. Thus, branding is a vital variable for organizational survival.

Young adults can be seen as a huge emerging market. Their modern lifestyles, higher levels of income, and increasing feelings of independence, make the young purchasing patterns capable of changing future decisions in the families' consumption. Young generation seems as the high profitable target group of people since they are the consumers of well-known brands for different industries such as textile and technology. From a marketing perspective, brand is perceived as a symbol or sign that differentiates a product from its competitors' and is perceived as a social identity. From marketing communications perspective, brand seems "more than just a name". Shimp (2003) explains that "a brand is everything that one company's particular offering stands for in comparison to other brands in a category of competitive brands" (p.31). Therefore, the presence of a brand adds value to the selected products, and brand preferences regarding benefits can cause shifts in purchasing decisions depending on the consumers' level of symbolic consumption.

In the inevitable movement of the whole world towards a “global village” (McLuhan, 1964), young adults’ desires are considered as the major segment for symbolic consumption in any society. One of the most important desired outcomes for industries and for marketing communications is to cultivate the feelings of brand consciousness in the minds of the young adults.

Furthermore, young adults play an important role in the determination of the brand creation strategies and envisioning of brand images since they are the final buyers or users of these brands for various purposes. Within this competitive marketing environment, consumer decision-making styles seem as a new and valuable market segmentation technique for the near future. Sproles & Kendall (1986) developed Consumer Style Inventory (CSI), which is “a mental orientation characterizing a consumer approach to making choices”, has eight mental characteristics explaining consumer decision-making styles such as “perfectionism or quality consciousness, brand consciousness, novelty-fashion consciousness, recreational, hedonistic shopping consciousness, price consciousness, impulsiveness, confusion over choice of brands, and brand loyalty” (Sproles & Kendall, 1986, p.271-274). Dealing with these eight mental characteristics help to identify attitudes of young adults and the segments can be generated based on these characteristics.

1.1 Problem Statement

In the global economy, studying developing countries has become important for determination of marketing strategies, while today’s condition has been affected much by the variant types of modern life.

Normally, consumer purchasing decisions are initiated by the needs and wants of the consumers, and marketers urge for the satisfaction of these needs and wants.

However, the “need satisfaction” stimuli have left its priority to the “social motive satisfaction” recently. The notion of symbolic consumption and social identity demands among young adults seek “more symbolic satisfaction” and this is seen in many researches done in various countries. This situation leads to the emergence of a different kind of decision-making process and style. Studies of this nature are mostly carried out and researched in developed and developing countries.

This study focuses on exploring young adults’ decision-making process and styles in Northern Cyprus in 2010. Additionally, it looks at the influence of the socializing agents such as family, peers and institutions are investigated to enable better understanding of the young adults’ decision-making process. Furthermore, the study seeks to identify, if there is any interdependence between the level of materialism that prevails among the young adults and their decision-making style formats.

1.2 Aims and Objectives of the Study

The ultimate goal of the study is to explore the consumer decision-making styles of young people (the ages between 17-30) living in the Turkish Republic of Northern Cyprus (TRNC) and to identify whether their degree of materialism and symbolism patterns towards apparel goods, or their rationality level of manners together with the coincident effects of nonverbal communication as symbolic attachments of clothing and brands, are affluent to alter their purchasing decisions. The apparel good category is selected as an example for identification of decision-making styles. Moreover, the comparison between the young adults’ decision-making styles and their demographics will bring insights to identify the major differences in TRNC.

The purpose of this study in terms of contribution to the literature in the field is; initially to profile the type of young adults' decision-making styles that have been predominant in Northern Cyprus. Secondly, it is to explore and identify young adults' levels of materialism values. Thirdly, it aims to examine if there is any influence of the symbolic consumption patterns with social needs to shape the decision-making styles of young adults during their purchases of apparel goods through the marketing communications perspective. The purchase of apparel goods represent a nonverbal communication, which is selected as an example that can be benchmarked for identification of decision-making styles and can be used to investigate the desired answers.

The current research study focuses on exploring the consumer decision-making styles introduced by Sproles & Kendall's (1986) consumer decision-making style characteristics instrument, and Richins & Dawson (1992) materialism instrument: Values and status oriented perspective within social needs, helps to understand the level and type of consumption patterns among young adults. Upon these symbolic consumption patterns, materialism, symbolism as social needs characteristics, young consumer decision-making styles, and symbolic consumption in Northern Cyprus have been explored and analyzed regarding purchases of apparel clothing with brand preferences.

1.3 Research Questions and Hypotheses of the Study

The research questions and the hypotheses of the study are explained below. The nature of the study with multi variables create a pathway with two main research aims, 10 research questions and 5 hypotheses. In accordance with the purpose of the study, the aims of this research are:

Aim1: To investigate which consumer decision-making styles are prevalent among the young adults who live in Northern Cyprus (Cypriots, Turkish students and international students who took university education in TRNC universities in the year 2010).

Aim2: To explore the consumer decision-making styles, symbolic consumption patterns, materialism and marketing communication tendencies, to correlate and categorize the young adults' consumption of apparel goods in Northern Cyprus.

Regarding the research aims which were mentioned above, ten research questions were developed. The first research question seeks the answer for the first aim and the rest of the research questions help to explore and identify the answers regarding the second aim.

Research Question1: Do all of the eight consumer decision-making styles exist among young adults who live in Northern Cyprus?

Research Question 2: Do young adults in Northern Cyprus have symbolic consumption tendencies?

Research Question 3: Are young adults in Northern Cyprus affected by the marketing communication programs such as TV serials, magazines, catalogs or internet ads?

Research Question 4: Do all the three materialism values (centrality, happiness and success) (Richins & Dawson (1992) exist among young adults who live in Northern Cyprus?

Research Question 5: What kind of relationship exists between decision-making styles and materialism values among young adults who live in Northern Cyprus?

Research Question 6: What kind of relationship exists between decision-making styles and marketing communication oriented style among young adults who live in Northern Cyprus?

Research Question 7: What kind of relationship exists between decision-making styles and symbolic consumption among young adults who live in Northern Cyprus?

Research Question 8: What kind of relationship exists between materialism values and marketing communication oriented style among young adults who live in Northern Cyprus?

Research Question 9: What kind of relationship exists between materialism values and prestige status (symbolic consumption) oriented style among young adults who live in Northern Cyprus?

Research Question 10: What kind of relationship exists between marketing communication and prestige status (symbolic consumption) oriented style among young adults who live in Northern Cyprus?

In relation to the above mentioned questions, the present study seeks to test the following hypotheses:

H₁: Status seeker-fashion conscious young adult consumers are more perfectionist and high quality conscious consumers, regarding apparel products, than other consumers in Northern Cyprus.

H₂: Status seeker-fashion conscious young adult consumers are more marketing communication oriented towards apparel products, like noticing them in magazines, catalogs, movies and series in TV than other consumers in Northern Cyprus.

H₃: Status seeker-fashion conscious young adult consumers are more brand conscious and think price represents the quality of the apparel products than any other consumers in Northern Cyprus.

H₄: Status seeker-fashion conscious young adult consumers are more prestigious and status seeking consumers for apparel products compared to other consumers in Northern Cyprus.

H₅: Status seeker-fashion conscious young adult consumers are more fashion conscious consumers for apparel products than other consumers in Northern Cyprus.

1.4 Importance of the Study

Northern Cyprus is an unrecognized country in the world. In 1974, the island was divided into two parts. Till this day, the different governments and presidents of the Northern and Southern Cyprus are still negotiating peaceful solutions. At the brink of peace solutions for the Cyprus dispute, the results of the study could signify essential cues for enlightening marketers of the world about the purchasing patterns of young adults living in Northern Cyprus, and will reveal which type of consumption styles and characteristics prevail within the market which helps to identify the communications tools. Therefore, understanding these young adults' consumer decision-making styles turns out to be more important because Northern Cyprus has yet to own even one domestic apparel brand of its own and young people here are highly interested and inclined towards shopping of apparel goods from Turkey, Southern Cyprus, UK, European countries and other markets.

In this rapidly globalized market of the world, the presumed essence and relations of branding, consumer decision-making styles, symbolic consumption and its close interrelationship between consumption and consumer shopping habits regarding styles will be revealed through the findings of the study. Additionally;

1. This is the first exploratory attempt to examine the situation through understanding symbolic consumption. It seeks to outlay the consumer

decision-making styles with materialism values and status tendencies as symbolic consumption of young adults, from marketing communication perspective in Turkish Republic of Northern Cyprus with the use of apparel goods.

2. The findings will shed light to the young adult consumers' situation regarding consumer decision-making styles, their degree of materialism, status as symbolic consumption and determinants profiling in Northern Cyprus.
3. The results of this study may bring insights into questions of consumption or it may create new possibilities for further studies especially for marketing communication practitioners, academicians and professionals to get deep information about young adults' clothing preferences in Northern Cyprus.
4. From public point of view, people will have a chance to get more information about the shopping styles, symbolic consumption patterns and the brand preferences of young adults in Northern Cyprus. This study may help them to become more conscious consumers in today's world.

1.5 Assumptions of the Study

The present study has been based on the following assumptions:

1. The first assumption in this study is the existence of a symbolic consumption pattern that considers the purchases of goods with the social motives like prestige, status, social needs etc. that conforms with the materialistic values of today's consumption world instead of the conventional need and want stimuli. Young adults prefer quality rather than quantity in Northern Cyprus.
2. The young consumers are ready to consume fashion oriented products.

1.6 Limitations of the Study

There are some limitations of the study as stated below;

1. This study is limited with the consumption styles of Sproles and Kendall's (1986) consumer decision-making styles which cover eight different consumption styles.
2. The symbolic consumption covers status and prestige seeking manners with social needs considering the brands' impression on young adults in Northern Cyprus about clothing and apparel goods.
3. Materialism considers Richins and Dawson's (1992) materialism points of views regarding the brands' impression on people about clothing, and apparel goods.
4. This research is limited by the marketing and marketing communication perspectives stated in the second and third limitations.
5. This study is limited to young adults (ages 17-30) who live in Northern Cyprus.
6. The research is limited within Northern Cyprus only.
7. The research is limited with a quantitative methodology. A survey questionnaire was prepared and used to collect primary data from young adults.

1.7 Layout of the Study

To limit the scope of this study, structure of the study would be as follows: First section is introduction part. Second section is a review of the literature to explain the behavioral patterns and styles of young consumers through explaining the frameworks of consumption culture, consumption and the brands. Also, the relationship between brands and symbolic consumption covering social and symbolic

needs, materialism, status and conspicuous consumption and consumer decision-making styles of young adults' decision-making processes are explained within marketing communication perspective.

In section three, the survey method as a quantitative research methodology was used to collect data and a questionnaire was used. The research method aims to explore and discover further findings that would contribute to the study on marketing communications.

In section four, the quantitative research was used to explore the determinants of consumer decision-making among young adults in Northern Cyprus. A survey research method was used to discover the dimensions of young adults' decision-making behaviors and styles. The questionnaire has four sections:

The research focuses on discovering the demographic characteristics of young adult consumers who live in Northern Cyprus, while second section will focus on exploring the characteristics of consumer decision-making styles, materialistic values, status and social needs and marketing communication.

The last part covers four open-ended questions that seek deeper understanding of what the brand signifies for people and the extents of the influence of family, friends or marketing communication tools for clothing style. Within this research interdependence among symbolic consumption, materialism, status and social needs, marketing communication tendencies, and young adults' decision-making styles for apparel good purchases will be outlaid.

Factor Analysis, Cluster Analysis, Pearson Correlation and Cluster Analysis with ANOVA were used to confirm the styles and to understand correlations and relations of different factors. Also, family, friends, media and celebrities have a big impact on young people who were explored.

1.8 Definitions of Terms

- **Brand consciousness** is a style signifying the degree of consumer tendencies towards expensive and branded products (Sproles & Kendall, 1986, p.271-274).
- Brand is “a name, term, sign, symbol, design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors” (American Marketing Association, 1960).
- **Brand loyalty** is a style expressing the consumers who prefer to buy the same brands over and over. Brand loyalty refers to the degree of attachment given to a brand by the consumers which lead to choose a specific brand with perceived relative advantage (Aaker, 1991, p.11).
- **Confusion over choice** is a style identifying the consumers who are confused because of the variety of brands. (Sproles & Kendall, 1986, p.271-274)
- **Consumer decision-making style** is defined as "a mental orientation characterizing a consumer's approach to making consumer choices" (Sproles and Kendall, 1986, p.271).
- **Consumption** is a more important experiential issue to be dealt mentally as it is not merely a simple means to satisfy biological and physiological needs anymore as formerly used. Hence alienation and avoidance is involved within the frameworks of modern consumption. (Bocock,1997, p.58)

- **Marketing communications** “is a management process through which an organization seeks to engage with its various audiences. To accomplish this, the organization develops, presents and evaluates a series of messages, which it sends to and receives from its different audiences. The objective of this process is to (re)position the organization and its offerings in the minds of particular audiences and in doing so encourage the development of relationships that are of mutual value” (Fill, 2006, p.8).
- **Materialism** is defined as the significance of people owning “worldly possessions” (Belk, 1985) and the idea of popularity desire “acquiring and possessing the things” (Richins & Dawson, 1992) (Ger & Belk, 1999, p.184).
- **Novelty-fashion consciousness** is a style showing the consumers openness to new goods and styles and consciousness towards fashion styles (Sproles & Kendall, 1986, p.271-274).
- **Perfectionism** (quality consciousness) is a style that outlays the degree of consumers’ effort to find the best quality for the products (Sproles & Kendall, 1986, p.271-274).
- **Price consciousness** is a style of the consumers preferring to buy products during the sales periods or those with lower prices (Sproles & Kendall, 1986, p.271-274).
- **Recreational (hedonistic consciousness)** is a style pointing to the consumers who go shopping and perceive it as a fun and enjoyable activity (Sproles & Kendall, 1986, p.271-274).
- **Symbolic Consumption** covers the inclination of consumers to deal with the meaning and understanding of products’ intangible features instead of functional benefits of these tangible products (Levy, 1959).

Chapter 2

REVIEW OF LITERATURE

This chapter provides literature review for the thesis in its exploration of the consumption culture regarding symbolic consumption and materialism tendencies from marketing communication perspective in this marketing era. It then continues with the exploration of consumer decision-making process and styles with diffusion of fashion and adoption processes regarding apparel consumption as a vital part of consumer behavior study in the field of marketing communication. Finally, it traces the characteristics of young adults as a consumer market.

2.1 The Effects of New Marketing Era in Consumption Culture

Recently, the proliferation of brands, and high expectations of consumers with the technological advances on the goods and service facet the ongoing changes on the dynamics of the marketing era. In previous century, emphasis was on the industrialization and the sales orientation which took place in the marketing industry. In late 1990s and beginning of the new millennium, companies with numerous products and service offerings, consumers with unlimited needs/wants, and brands with an increasing importance form a triangle model. The consumer orientation, in other words, customer based marketing has shaped new way of companies' surviving point. In this globalized world, companies try to stay competitive and cope with exaggerated buying patterns of consumers. Technological enhancements also create a dynamic milieu for the interdependent companies to reach the consumers with their marketing efforts. Today, the companies design their marketing efforts to satisfy

their consumers. Here, consumer satisfaction does not only consider the buying process or using the products and services but also it covers pre and post-consumer buying process. The classical marketing concept which signifies satisfying consumer needs and wants with 4 Ps as the marketing mix, shifts towards 4 Cs with the emergence of brand communication in this competitive business environment. According to Kotler 4 Ps of marketing (price, place, promotion and product) as marketing mix focus on the product with sales orientation from company perspective. On the other hand, the 4 Cs focus on products through consumer/customer oriented marketing from consumer perspective and regard product as customer value, price as cost to consumer, place as convenience and promotion as communication (Schultz, Tannenbaum & Lauterborn, 1993, p.12) (Kotler, 1999, p.96). Shimizu, the father of 4 Cs, introduced 7 Cs as Compass model, and the marketing mix gained a broader context in the marketing era. 7 Cs cover corporation (competitor), consumers, commodity, channel, communication, and cost and circumstances (Shimizu, 2003). Also, the customer based marketing mix creates another pathway for the perceptions of customers towards products. As consumers became the center of all marketing activities, the value driven actions create another milieu for the consumers as stated in Kotler's rule "the consumer is the king" (Kotler, Kartajaya & Setiawan, 2010, p.4). Kotler explained Stu Leonard's expression about the customers within two rules. The first rule focused on "the customers are always right" and second rule focused on "if the customer is wrong. Go back to the rule number 1" (Kotler, 1999, p.137). This proposed explanation considers the consumers to have the power to do everything and that they are precise forever.

2.1.1 New Dynamics in Marketing as Marketing Communication

Through capitalism, globalization brought a new perspective to consumption culture shifting preferences towards branding and exaggerated buying patterns. Groose (2003) pointed out that, globalization considered the homogenization of consumers' perceptions and preferences around the world. Global market gives consumers a chance to choose the foreign brands from different industries such as automobiles, toys and apparel etc.

Terpstra (2000) pointed out that, global village as a global marketplace, helps companies to create global brands through alliances, mergers and acquisitions and joint-ventures (16). The international communication, transportation and information flow about brands through borders help the global brands (p.3). In globalized world, as McLuhan (1964) explains "global village" is a seamless communication and information flow (p.5). In the context of consumption culture, global brands around the world with the use of mass media and marketing communication tools try to treat the market as a big village. They are electronically connected and interpreted by the world. The global one voice one look perspective of brand images, cause changes on the consumption patterns of people towards homogeneity of the consumers' preferences around the world.

Groose (2003) mentioned that, globalization has a negative impact leading to loss of national identity with the movement to a homogenous structure of the people around the world. On the other hand, globalization helps the company to compete in international area with various brands around the world (p.3).

Under the forces of globalization, competition and economic concerns, the organizations focus on brands to protect their goods and services. The effects of competition and the existence of thousands of brands and products that are almost alike, raise the issue of differentiation amongst themselves as a significant concern for companies. To differentiate brands and products, the brand name and logo of the brands serve as a distinguishing factor and the product in the market is easily identified with the help of branding through an organizational point of view globally. This differentiation is identified in marketing communication practices of companies together with the keep in touch efforts to achieve competitive advantage among rivals.

According to consumers, existence of the brands gives a chance for people to choose the preferred product with the preferred brand. Consumers have a chance to choose favorable brand with preferred attributes and characteristics.

From the marketing perspective, the definition of brand is a symbol, name and logo. However, today, the definition covers “A brand is everything that one company’s particular offering stands for in comparison to other brands in a category of competitive products. A brand that has a clear-cut identity is known for the features it possesses, the benefits it provides, and the emotions and experiences it promises” (Shimp, 2003, p.31).

Companies try to create some sorts of superior value for their customers by trying to touch the consumers’ feelings and experiences via brands. Through brands, the companies use some personalities and characteristics that affect the perception of brand on people’s minds. From marketing communication perspective, American

Marketing Association (AMA)'s definition of brand creation covers "symbol, logo, name, sign, package design or other characteristics that identifies a product and distinguish it from others" (Keller, 2008, p.2). Moreover, brand is a communication tool to convey a single meaning simultaneously into each individual unit to achieve awareness among the consumers about a product or service (Zyman & Miller, 2000, p.60). The postmodern brand is the name given to objects that represents individuals, company's products and services having social interactions through logo, brand name, design, distinctive personality to achieve differentiation from others (Sözer, 2009, p.28). Sözer's explanation of brand reveals today's brand elements for communicating and interacting with the consumer. Additionally, brands have different brand identity, image and brand elements which lead to convey various meanings to consumers as a means of differentiation of selected brands amongst others. Companies use various strategies and planning processes to differentiate the company's brand with the use of marketing communication tools as advertising, public relations, sales promotion, internet marketing/advertising, direct marketing, personal selling, supportive communication and out-of-home media and so on. Keller (2001) emphasizes the marketing communication as;

Marketing communications are the means by which firms attempt to inform, persuade, incite, and remind consumers – directly or indirectly - about the brands they sell (Keller, 2001, p.818).

Marketing communication or promotion as one of the elements of the marketing mix is responsible for putting the market offers to the target market. It is planned and integrated communication activity that communicates with an organization's stakeholders (Fill, 2002, p.5). Also, marketing communications, or promotion as it was originally known, is used to communicate elements of an organization's offering to a target audience (Fill, 2002, p.5).

Marketing communication has gained importance with the use of these communication tools to catch up with the new technological advances through proliferation of media channels with the consumer profiles and consumer power in recent days, creating another pathway to companies to stay competitive in terms of existence in the marketplace. Marketing communication also leads to create long-term relationship with customers instead of short-term contacts (Yamamoto, 2003, p.62). It can be considered as an audience-centered action to create commitment between participants (Fill, 2006, p.9). According to Dahlen, Lange & Smith, “cornerstones” of successful marketing communication practices cover “media”, “message” and “audiences” (Dahlen, Lange & Smith, 2010, p.6). These “cornerstones” show a myriad for the marketing communicators to understand the audiences as current or prospective consumers who are decoding and receiving “messages” by means of various communication channels in other words fragmented media.

2.1.2 Consumption Culture in Marketing Communication Perspective (as a society)

M. Featherstone (2005) restated Raymond Williams’s view of consumption concept as to “destroy, spend, waste and deplete” (p.49). On the other hand, most of the researchers claimed that consumption serves to fulfill the needs and aims surveillance of the being through satisfaction of socio cultural needs. It is involved within the process of social communication practices as the signs and codes of status, tastes, identity and social interactions (Odabaşı, 2006a, p.16). Thus, consumption is not only related with the purchase, use or the disposal of the products or services, but it also covers social interactions of the people within the people’s social environment.

According to Bocoock (1997), “modern consumers are physically passive but mentally they are very busy” (p.51). The routine consumption behavior in people’s lives is actually a means of communication with people around them. Odabaşı mentioned that, when people prefer to purchase and use casual clothes and sports car they communicate with their environment by expressing individualism and freedom (Odabaşı, 2006a, p.83). Also, casual wear of Calvin Klein jeans and t-shirts and driving a sports car BMW Z4 enables individualism and freedom to consumers with their beliefs and attitudes towards brands. The individualism and freedom as free spirit are the brand associations and salient beliefs to create brand personality. These personalities are determined by the companies according to their brand personality and positioning themes. Also, the consumers communicate to others with the owned products and brands as well as brand personalities as a connection with their personal image versus brand image within their consumption patterns.

Furthermore, consumption is a more important experiential issue to be dealt mentally and it is not a simple issue to satisfy biological and physiological needs anymore. Hence alienation and avoidance is involved within the frameworks of modern consumption (Bocoock, 1997, p.58).

Consumption is a social and economic interaction with need, want, will demands and the products and services serve to satisfy these demands in return for a value based identity like money. At a point where origin of demands is sought and manipulation of consumption is required, cultures, values, managements and psychologies are considered. Along with being a need satisfaction process consumption has also become a leisure and entertainment style. Additionally, consumption also turns out to become a means for self-expression for social classes. Through prestige, indicators, images, symbols and signs individuals present their ethnic, political, social and personal identities. Hence in modern societies consumption, apart from those in traditional societies which only signifies consumption of goods and services, also involves the consumption of values. (Orçan, 2008, p.24)

According to the explanation of Orçan (2008), consumption for satisfying needs and wants also, deals with the “leisure” and “entertainment style”. Here, people try to extend their need and want satisfaction towards becoming a means for “self-expression” with the use of symbols, signs or status and also to achieve value consumption.

Bocock (1997) confirmed that consumption affects who people want to be and their related concerns, which are their methodologies to preserve their required identities and this is intermingled with the issues encircling the development of identity feeling. Thus, consumption will continue to be a social and cultural aspect besides an economic issue (p.10). The harmonization of cultural, social and economic concerns still affects representation of people and their desired image as individuals in a society.

Also, Bilgin (1991) pointed out that in a consumption society with a world of mass communication and advertisements, people are appealed by illusions of climax achievements and they have felt like “the king” since they thought having these goods will give higher prestige and status to them which others don’t possess. This puts the mentality of “pass others with your belongings” or “don’t be part back from others” as a social order (p.103). People live in a consumption society under exposure to the marketing communication efforts of the companies via mass communication vehicles. Thus, this creates another environment for these people who show their possessions or for those who are willing to show their owned possessions in their social environment.

According to Orçan's (2008) explanation, the concept of consumption culture is used in two means today. The first definition is the one which signifies each society's ongoing consumption traditions, habits and styles. This includes a general definition used from the very primitive native groups to the most modern globalizing societies. The second one is defined for the societies with predominant market economies. Thus, societies involve its own values, norms, laws, life styles, political life styles and economy, as a whole and has its own unique system (p.28-29). Today, we live in a competitive environment which though the above definition gives a path way to new consumption culture covering the mix of the values, has new lifestyles and economy politic styles.

Hence consumption is not only an economic concept, but has turned out to become a cultural and social issue and has influence on identity (Bocock, 1997, p.10) (Douglas & Isherwood, 1999, p.73) (Orçan, 2008, p.24). The consumption styles of people are affected by the myriad factors which form a new or expected identity as socially and culturally as well as economically and this also may affect people to change their consumptions with the aim of becoming a member or belonging to some social environments.

Nowadays, people try to achieve a status and evaluate each other with the consumption of goods and services. Then they move to an acceptable and suitable consumption style as the majority of people. The development of consumption ideology in three periods can be seen as pre-modern, modern and post-modern. In developed countries, there is a move into a different consumption culture where service and consumption prevails. There are some concepts such as consumption of free time, popularity of culture, ease of spending, symbolic and unnecessary

consumption which turns out to be some characteristic of this period (Odabaşı, 2006a, p.44-45). Also, in developed and developing countries, Odabaşı (2006a) emphasized that those consumers who live in London, Paris or Istanbul are presenting similar consumption choices with a consumer from New York, wearing Nike and Levi's jeans and drinking Coca-Cola (p.54). Turkey is an example for a developing country and people living in Istanbul, a mega city in Turkey, has similar consumption patterns of those living in New York, another mega city and in a more developed country like the U.S. The capitalist system creates a pathway for the use of global brands around the world. The capitalist system causes increased competition and gives consumer more power with offerings of many alternatives to them. Especially Nike, Levi's jeans, Coca-Cola and McDonald's are considered the global brands of the world to foster capitalism, and these lead cause people to have similar preferences, appearances and tastes around the world.

Marketing communication professionals evaluate this era within the consumption culture. According to consumers' expectations or the satisfaction styles from the goods and services, companies try to shape brands to accompany an image such as status for the consumers. In the light of these consumer expectations it is easy to see that, companies focus on the symbolic consumption as brand benefit or design tactics to give a better feel for their consumers during their free times as creating experiences for them. Consequently, the needs and wants of consumers force companies to create some promotional or marketing communication tools to focus on ultimate satisfaction of consumers among rivals.

“This ideology of consumerism serves both to legitimate capitalism in the daily lives and everyday practices of many people in global world and motivate people to become consumers in fantasy as well as in reality” (Bocock, 1997).

Since consumers are heavily exposed to marketing communication efforts through mass communication channels dispersed around the world, the brand choices of consumers create a new trend. Formation of new cultural meanings through fashion system, though not so implicative, can be noticeable in which opinion leaders participate centrally as influencers of these new meanings. Among the social agents of young people, opinion leaders play a vital role by affecting people in their social lives. Also, opinion leaders are the communication channels who can be celebrities on television programs, TV serials, magazines, newspapers and friends, families or other people to influence individuals to create a social identity. Odabaşı (2006a) pointed out that branded products can be the indicator of an attached “social passport” situation (p.67). Marketing communication professionals create the brands, and consumers by using and owning these brands become socially acceptable for their reference groups and other social groups. Furthermore, consumers try to be socially acceptable by owning the branded products and transferring the brand identity into their social identities.

2.1.3 Consumption as a Symbol

For over years, the field of marketing views the symbols as an indicator of brands. Brands convey the role of communication with consumers through symbols which indicate a sign for consumption. In other words, marketing communication practitioners use these signs and symbols to create brands via positioning the brands

for getting competitive advantage on brand associations, awareness, recall and increases on sales and market shares among rivals.

2.1.3.1 Symbolic Consumption from Marketing Communication Perspective

Marketing has gone through some stages over the years. The 1960s 1970s mostly focused on production and sales orientation. However, the 1980s were considered as the years of marketing and 1990s, the new millennium covers the days for marketing communication (Bozkurt, 2000, p.9-10). Zorlu pointed out Baudrillard's view that presents communication technologies, media and high technological developments for formation of this society (Zorlu, 2006, p.262). In the light of these views, technological advances and the effective use of marketing communication of mass media as communication channels, enable differentiations in the market place. Correspondingly, researchers known for their marketing efforts with experiential and societal marketing practices for society's well-being, have analyzed consumption manners of current and prospective consumers.

According to Ransome (2005), the categorization of consumption types as typology of consumption, are divided into two as; simple and complex. Also, each type has three sub types as necessary, elaborated and indulgent consumption with the simple type, and affluent, conspicuous and symbolic consumption in the complex type (p.67).

Simple consumption is based on the satisfaction of the basic needs of people to survive. Necessary consumption covers people's compulsory consumption such as eating, drinking and clothing consumptions to satisfy the basic needs of people. Basic need and want satisfaction for survival was presented as simple consumption while Maslow presents the needs pyramid regarding basic survival mentality. People

initially work towards satisfaction of their basic needs and wants for survival. Housing for protection, clothing and protection from enemies are the initial levels of the pyramid. Hence all societies should initially consume towards these for survival.

The other level of consumption, elaborated consumption, is considered as an upper level of necessary consumption such as buying not only necessarily goods and services. Indulgent consumption is under the simple type; however the satisfaction is at higher level such as eating or drinking in a luxury restaurant for pleasure. Consumers prefer to consume extraordinary goods and services.

In complex consumption higher levels of needs and wants are sought rather than basic ones. Complex consumption is more related with the consumption of “meanings” and “significances”. Ransome referred to Baudrillard (1998) for his identification “a process of signification and communication and a process of classification and social differentiation... in which the signs and objects are ordered... as status values in a hierarchy” (Ransome, 2005, p.67). Meaning and significance of consumption are the concerns of complex consumption in our modern world.

Affluent consumption has a characteristic way that people continuously try to seek satisfaction with really unnecessary luxury goods and services such as luxury home electronics. Sometimes it has similarities with indulgent consumption. In conspicuous consumption, people compare themselves with each another and conspicuously send messages to other people with the help of possessions of goods and services. Ransome pointed this out as “... consumption a mirror of who and what we are socially (Ransome, 2005, p.67). People consume conspicuously luxury goods

and services during their leisure time activities. People tend to get high quality food, designer's clothes etc. Affluent consumers show their possessions conspicuously with the luxury products (Bruce & Kratz, 2007, p.134). Lim, Ting, Khoo & Wong (2012) focused on the luxury products and consumer socialization. As supported by their study they found out that people focus on emotional and social values instead of functional values which are perceived by the products and brands (p.210).

Lastly, symbolic consumption considers formation of an identity with the usage of goods and services. People own goods for spending at highest level to possess its symbolic benefits as meanings (Odabaşı, 2006a, p.18). Furthermore, symbolic benefits of brands cause changes in the consumers' perception about brands since symbolic meanings of brands are transferred from brands to the individuals. Especially, fashion on clothing is one of the primitive examples for consuming symbols and symbolic benefits.

Also, fashion is a good example for experiential needs for the reason that, it allows consumers to express their identities through time and place. As cited by Eco, clothing is "a second skin" (Ross, 2005, p.16) (Moody, 2008, p.2). The words "second skin" related with clothing or fashion clothing provides the area for people to represent a visual form of presentation of the individuals' self. Also, the clothes that you wear express yourself to other people (Solomon, 2006, p.61).

Clothing plays a crucial role in the formation of identity as the most visible type of consumption and is considered as a strong symbolic product category (Banister & Hogg, 2007, p.218). Consumers and their Clothing preferences provides an excellent space to analyze people's strong norms regarding their current fashionable

perspectives, and view how they integrate the incredible countless choices of cultural wealth of styles for their individual aims. Clothing as a major indicator of status and gender has important effect upon the preservation or destruction of symbolic borders and presents how status borders are defined and reveals clues upon how positions within different social structures in different ages are perceived (Crane, 2000, p.11). As a matter of fact, clothing represents status, formation of social identity and representation of one's individual presence in the society.

2.1.3.2 Symbolic Consumption and Needs

Banister & Hogg (2007) explained that symbolic consumption covers “all social practices” of life, in addition to wearing fashion clothes, such as media use, social life events activities from physiological needs to social need satisfaction (p.218). These activities cover meanings and values as “the meanings and values combine to contribute to consumers’ sense of who they are (and who they are not) and what they represent (or do not represent)” (Banister & Hogg, 2007, p.218).

People have numerous needs from birth till death; products are for fulfilling the needs and wants. Individuals focus on their basic needs, as satisfaction of basic needs brings the urge to seek for satisfaction of another one in their socialization periods. Maslow focused on needs according to the importance level. Maslow's hierarchy of needs explained the priority and the hierarchy of needs below in Figure 1. (Blackwell, Miniard & Engel, 2001, p.246) (Lamb, Hair & McDaniel, 2004, p.172) (Perreault, Cannon & McCarthy, 2013, p.117).

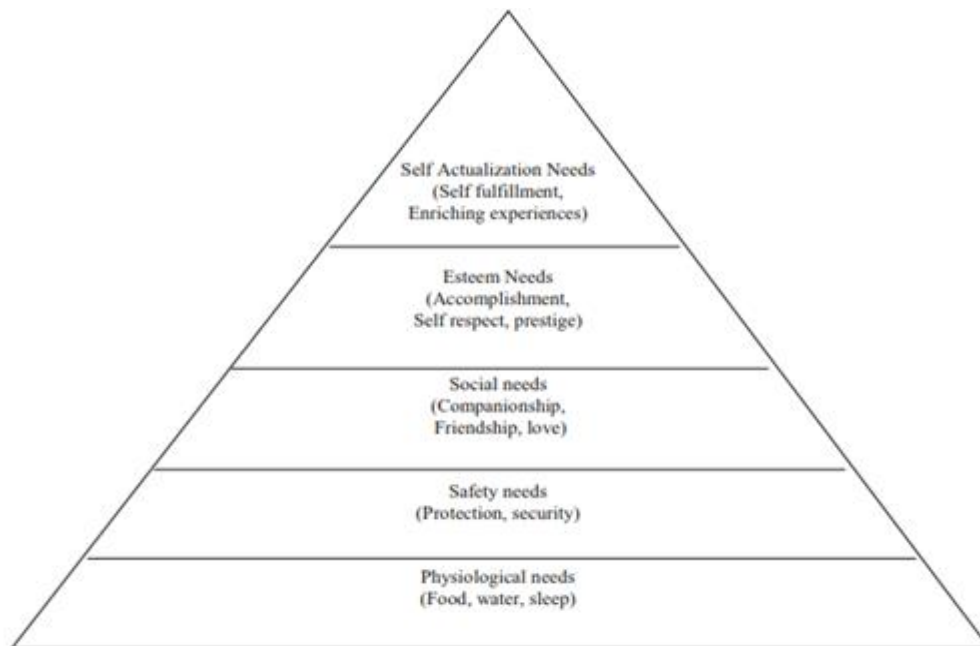


Figure 1. Maslow's Hierarchy of Needs

Source: (Blackwell, Miniard & Engel, 2001, p. 246) (Lamb, Hair & McDaniel, 2004, p.172) (Perreault, Cannon & McCarthy, 2013, p.117)

Also, the hierarchy of needs covers 6 different types of needs. Overlapping among The existence of the needs overlap. However the dominant needs are featured for the satisfied needs. The theory focuses on the satisfaction of lower level needs of people, following with then the higher level of needs satisfaction.

Individuals have some basic needs such as food and water which are considered examples of physiological needs (Blackwell, Miniard & Engel, 2001, p.246). When people satisfy their basic needs, the safety needs come into account. People start thinking about the protection of their family or life. When people think they are in a secure environment, they start thinking about what their social needs are. People admire belonging to different social groups such as friends, companionship or love. At this stage, they begin thinking about their "social image" because their social identity fosters their demand for belonging to one social group considered as social needs (Schiffman & Kanuk, 2000, p.80). Then, people move upward of the needs

pyramid to esteem needs level, that may be important for people who want to fulfill their other higher level of needs and begin having a desire of prestige with the usage of prestigious goods. The highest level in the hierarchy of needs is the need for self-actualization where people want to have self-fulfillment. In other words, doing all they are capable of.

Blakwell, Miniard & Engel (2001) and Schiffman & Kanuk (2000) explained Self-Actualization Needs (self-fulfillment, enriching experiences), Esteem Needs (accomplishment, self-respect, prestige), and Social Needs (companionship, friendship, love) which seem as the upper level of needs that we can consider as the self-identity of people creating a pathway to make connections with their social lives. Also, Schiffman & Kanuk (2000) emphasized the needs from “biogenic needs” to “psychogenic needs” (p.80). To satisfy the above needs people may use some possessions to gain self-fulfillment, prestige and acceptance on social groups. Material possessions have the impact of the idea that people can use these possessions to create their self-identities in order to gain prestige, and become a member of any group or self-fulfillment. All of these are included in the degree of symbolism as the symbolic meanings of the goods and services and brands become crucial for expressing a social self-identity within the environment.

Contrary to the above need satisfaction order, sometimes the need satisfaction orders change according to the consumers’ expectations and preferences. People therefore can shift to the upper levels without satisfying the lower simple levels, with the concerns of status achievement and prestige. Thus, people may not satisfy some of their needs and move to other needs. There is no crucial rule which signifies that these needs are sequentially satisfied in today’s consumer world. In the same

manner, this is interrelated to one's motivational environments, experiences and expectations from life in their social myriad. Marketing communication practitioners determine the type of need expectations as a motivational tool for their target segments. Then, they design a positioning theme for their selected target segment aiming the selected target is need satisfaction, such as safety appeal which is highly used in positioning an automobile for safe driving image. Also, through a luxury brand, safety need and image for prestige as esteem need could be offered together. All of the marketing communication efforts are designed for the right target segment, with the right product; right need satisfaction at the right time within a right way of communication. It's all about catching up the target segment expectations and preferences from the branded product.

2.1.3.3 Materialism and Possessions

People communicate and try to develop their identity through material objects as products to show their social status and represent better "ideal identities". People consume some products for symbolic representation of the object to prove the ideal identity of them (Dittmar, 2004) (Dittmar, 2008, p.12). The "ideal identities" consist of people who want to be seen with a different identity or superior which is not currently available as an identity on them. The use of branded products or services give a chance to people to show off their owning and possessions which are the means to achieve approval of their social environment serving to satisfy the social and esteem needs as motivational goals. The marketing communication tools such as advertising or product placement create a layer on this issue to gain an "ideal identity" in one's life.

Hence, people are affected by celebrities and their physical appearance on media channels such as advertisements to create their ideal identities and lifestyles as to gain success, achieve beautiful ideals to attain identity communication through the possession of the symbolic products. An individual has a real identity and tries to reach the ideal one through the consumption of symbolic goods that are advertised on media channels (Dittmar, 2008, p.12).

Recently, celebrities on Turkish television series affect people by their physical appearance, lifestyles and brand selections especially in shopping or luxury goods like automobiles and clothing styles. Celebrities become opinion leaders that affect people on the clothing selection. This is a trendy and newly popular product placement tactic on the media channels as a marketing communication tool on TV. Celebrities and their selections quickly become a fashion as their social identities become the “ideal identities” of television audiences.

The product placement is planned and paid form of a product/service brand name’s verbal and/or visual appearance at the media channels (Karrh, 1998). Ayman and Kaya’s (2012) study of product (brand) placement focused on to determine product placement integration styles which is one of the top five product placements practices used in Turkish TV series. The classification of product placements was determined as visual placement, verbal placement and hands-on placement for a period of one month. Not only product, service and brand centered product placements were determined but also social life integrated context took place for giving some advices. For example, verbal placement was used by “Çocuklar Duymasın” series on ATV channel which pointed out the social integration to the audiences in 2012. Moreover, “Kuzey Güney” serial of Kanal D, mainly dealt with

car brands as brand placements with visual placements and hands-on placements. Most brand placement integrations in serials were fast moving consumer goods categories except “Öyle Bir Geçer Zaman Ki” series at Kanal D. Especially, brand placements for home based products, furniture, technology, fast food and banking services were integrated in “Yalan Dünya” series at channel D in the year 2012 (p.458). According to brand placement reports for the year 2013, “Yalan Dünya”, “2 Dünya Arasında”, “Kayıp”, “İntikam” and “Medcezir” were the popular series for brand placements. Food and beverages, construction, decoration services, tourism, communication, textile and automobile industries were popular brand placement integrations into serials in 2013. In 2013, scenario integration and hands-on brand placement became more popular than the year 2012 brand placement usage on TV (Brand Placement Report, 2013). In the year 2014, most of the brand placements were integrated in “Medcezir”, “Melek”, “Kiraz Mevsimi” and “Yalan Dünya” serials on TV. In the year 2014 and 2015, scenario integration lost its popularity, hands-on and visual brand placements were more popular. Communication, electronic home devices, information technology and food and beverage items were the most popular product types for brand placement (Brand Placement Report, 2014) (Brand Placement Report, 2015).

Marketing communication specialists plan for strategies to reach their aims and they use some new tactics. Marketing communication practitioners make some decisions to focus on TV series on their product placements. Scenarios, brands and celebrities play a vital role here to integrate the right brands to the right TV series within the suitable scenario and best celebrities. Opinion leaders foster the spreading of diffusion process (Forlani & Parthasarathy, 2003) which this situation is reinforced

by Rogers (1983), as opinion leaders' role in diffusion process (p307). The celebrities have a role of opinion leadership through which they foster the diffusion of new ideas, products and services.

Tiwsakul, Hackley & Szmigin (2005) point out that, new media technologies, fragmentation of the media and target audience skepticism augments the effects of traditional media (p.95) and Gupta & Gould (1997) pointed out that these new media technologies alter patterns of television viewing and catch the attention of the audiences with product placement strategies and tactics especially in movies (p.39). Product placement strategy and tactics are paid and considered in hidden advertisements with in the highly competitive and technological media environment. New technology creates a new media for the target audiences such as smart TV channels Tivibu and Digiturk. People can freely select TV programs, shows, movies, and series without any advertisement exposure. This means that, product placements can be seen as hidden advertisements and these are seen as a new tactic for marketing communication practitioners to use a celebrity with the selected brands on TV programs and channels (Ayman & Kaya, 2012, p. 459). An example for this was a Turkish TV series "Aşk1 Memnu" which was very popular during the 2009-2010 television season. The popularity of celebrities and the theme of "Aşk1 Memnu" made it as the most favorite series on TV. Companies started to create some designs and they advertised these with the help of Beren Saat who starred as "Bihter" in the famous series "Aşk1 Memnu". Bihter's clothes, dresses, accessories, shoes were all product placements practices of the branded products. Some places, automobiles or regions became more popular with this series.

In these days, there are other TV series with high rating points; they also involve celebrities and their branded product usages on TV screen. When considering the product placement as a hidden advertising tool more and more companies have moved to the use of their brands on these kinds of advertisements. As shown in Figure 2 below, Dittmar’s Diagram gives clues about advertisements as a tool for giving identity messages. People have the situation as “you as you are now” that they already have their individual identities. However, they want to gain another identity “you as you want to be” and this transaction occurred via advertisements of products which have the symbolic meanings in their natures.

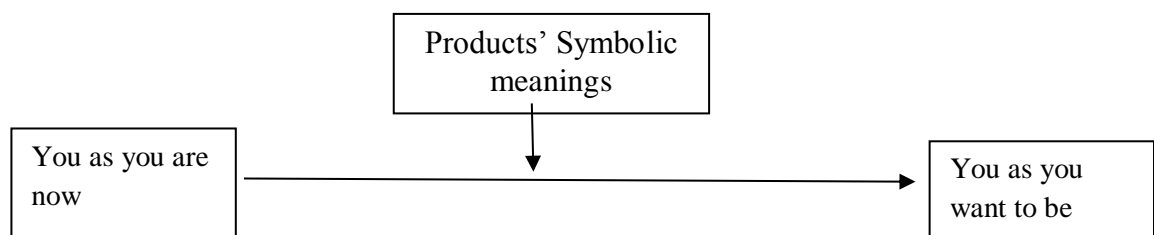


Figure 2. Diagram of Dittmar’s Identity Message Given in Advertising
Source: (Dittmar, 2008, p.13)

Dittmar (2008) explained that women as well as men show more tendencies to focus on the significance of “perfect body”, attractiveness and physical appearance which has become more important in current social environments.

Appearance, beauty, and the perfect body have long been central to the identity of many women and girl. However, appearance is no longer a primarily female concern. Socio cultural emphasis on the ideal male body is growing, and concerns with appearance and bodily attractiveness have become more central to men. (Dittmar, 2008, p.13)

According to Dittmar (2008), there are two types of identities; body perfect and good life. The “perfect body” relates to the body shape and the appearance of the individuals, which is more important for women and men in recent days. The “good life” means a wealthy lifestyle, luxury products, and materialized possessions which

symbolize a highly prosperous life that individuals have (Dittmar, 2008, p.14). Especially, teenagers and young adults have positive attitudes towards “perfect body” as companies or agencies prefer to use models or beautiful celebrities in their advertisements or other marketing communication tools to create more impact on the young generation. The appearance of celebrities have a connection with brand image and it has been observed that when people use or own these possessions they feel that they look like these celebrities. Symbolically, communication of brands and celebrities with people can be a vehicle to reach “you as you want to be” as stated by Dittmar. Moreover, the “good life” considers utilization of high priced luxury products or brands that cover symbolic consumption and integration of status consumption, conspicuous consumption and materialism.

Furthermore, interrelations exist between material possessions and symbolic consumption. Individuals use material possessions to express themselves through the symbolic benefit that symbolizes a good life style. The “good life” is presented with the material objects through the possessions of symbolic goods. Richins (2004) points out Richins and Dawson’s explanation of materialism values as a notion;

the importance ascribed to the ownership and acquisition of material goods in achieving major life goals or desired states, and they conceptualize material values as encompassing three domains; the use of possessions to judge the success of others and oneself, the centrality of possessions in a person’s life, and the belief that possessions and their acquisitions lead to happiness and life satisfaction. (Richins, 2004, p.210)

On that manner, with the ownership of material objects as branded products in various fields, consumers succeed in achieving their goals.

According to Dittmar, the path to glamorous and self-expressed lifestyles is through possession of highly material goods according to an individual with intense

materialistic values (Dittmar, 2008, p.22). Following Richins view of material goods leading to happiness and satisfaction, the expressions revealing admiration of people with charming residences, vehicles and clothes, are characteristics sentences of typical materialistic people on the scale (Richins, 2004, p.216). Also, at the core of consumer culture which points achievements of material possessions overlaps materialistic values (Kasser & Kanner, 2004) (Dittmar, 2008, p.22). The material possessions, their value for people and the tendencies of materialistic values can be explained with the capitalist system. This system in which the capitalist followers normalize the brands, forces people to include materialistic norms into their daily lives.

Dittmar (2008) pointed out that, material possessions help people to present themselves in an environment. The psychological needs such as control, independency, gratification, emotional comfort ability are attained through material goods in the materialistic world. The scope here is to outlay the relation between material goods and the sector as a psychologically important issue in the current consumer culture (p.27). Accordingly, psychological needs of people are satisfied with the material things as a representation of people via material goods recently around the world.

According to Dittmar (2008), the symbol attains reality to the degree that it conveys a common perceived meaning among people for the entity that it stands for. If there is no common perceived meaning among individuals, subculture or society for sunglasses as being trendy, possessing “cool” sunglasses cannot be an effective symbol of being trendy. Usage of “quasi-language” through their symbolic conveyance for self-expression, transformation, and maintenance aspects, and usage of material objects can be coupled to spoken and written language. Dimensions of personal parts, as values, beliefs and personal identity are concerned with those aspects also. Hence, social parts of identity, like groups of social status, subcultures that we belong to are referred by others (p.34). In the recent years, the globalization around the world gives a chance to companies to reach consumers with “one voice one look” statement. Western countries, companies and brands are more popular around the world. That’s why trendy sunglasses can be popular around the world with marketing communication efforts. On the other hand, trendy concept varies depending on values and characteristics of some countries’ citizens. These differentials are not based country-wide, they have more individual differences in; motivations, psychological factors, life goals etc. affecting people. Moreover, individuals’ consumer decision-making process and styles shed light on where they want to stand in this myriad competition around the world among companies and individuals.

2.1.3.3.1 Belk’s Materialism

Belk is one of the major scholars for the notion of materialism, which is defined as the significance of people owning “worldly possessions” (Belk, 1985) and the idea of desire for popularity “acquiring and possessing the things” (Richins & Dawson, 1992) (Ger & Belk, 1999, p.184).

Bearden & Netemeyer's book "Handbook of Marketing Scales" emphasized the materialism scales that are used by the main scholars of materialism from Belk (1984) (1985) to Richins & Dawson (1992). Belk (1984) (1985) identified materialism as "consumer attaches to worldly possessions" (Ger & Belk, 1999, p.184).

Belk pointed out that "at the highest level of materialism, such possessions assume a central place in a person's life and are believed to provide the greatest sources of satisfaction and dissatisfaction" (Belk, 1984) (Belk, 1985) (Bearden & Netemeyer, 1999, p.153). Belk's explanation of materialism with owning possessions is shown as a midpoint of one's life and can lead to satisfaction or dissatisfaction of people.

Bearden & Netemeyer (1999) explained Belk's materialism through covering three identifications for materialism;

"Possessiveness is defined as the inclination and tendency to retain control or ownership of one's possessions.
Non-generosity is defined as an unwillingness to give possessions or share possessions with others.
Envy is defined as the displeasure and ill will at the superiority of another person in happiness, success, reputation, or the possessions of anything desirable." (P.153)

These three subjects are the major cornerstones for Belk's materialistic ideas which cover degree of negative attachments of the meanings to the words. Possessiveness comes up with the controlling of possessions and the "nongenerosity" covers the idea that one does not want to share or give the owned things to other people. The last measure of materialism is "envy". Materialistic envy is the idea of being jealous when other people become successful and happy. Belk has structured essentials of materialism between 1984 and 1985 and after that, Richins explained materialism with the help of Belk's explanations.

2.1.3.3.2 Richins and Dawson's Materialism Value Scale

Richins & Dawson's (1992) materialism scale was rooted and developed with the help of Belk (1984) (1985) and Richins (1987). Richins (1991) covers materialism as a value that covers the attitudes of people to have material goods and their roles in people's lives (Bearden & Netemeyer, 1999, p.158). Richins & Dawson (1992) figured three types of identification shedding light to understand individuals' materialism values as;

- While defining "success" via possessions, consideration degree of ones view for possessions and achievements in life as signs of success is meant.
- The degree of ones placement of possessions as crucial for welfare and satisfaction is considered as acquisition "centrality".
- The effort to achieve "happiness via acquisitions arises from the belief that, for satisfaction and welfare, possessions are essential in life.

Source: (Richins & Dawson, 1992) (Bearden & Netemeyer, 1999, p.203)

Richins & Dawson's (1992) materialism measurement scale evaluates and measures the "success", "centrality" and "happiness" in one's life. While Richins & Dawson's scale focuses on cognitive views and reactions, Belk's scale focuses on emotional feeling and reactions of people (Podoshen & Andrzejewski, 2012, p.320). Richins & Dawson (1992) designed 18-items with the usage of 5-point Likert Scale and found out some relations between individuals' personality and their behavioral materialism tendencies. With "success", "centrality" and "happiness", people tend to put material possessions as a focal point of their lives and they attain success via possessions which brings happiness into their lives. A degree of materialistic tendencies covers, show-off by presenting possessions, and personality traits as selfishness and egoistic

characteristics (Richins & Dawson, 1992). Burroughs & Rindfleisch (2002) explained that materialism is at the center of the consumption for reaching “success, happiness, and the populist notion of the good life” (Burroughs & Rindfleisch, 2002, p. 348).

Belk’s materialism covers negative attachment and perceived in a negative light. On the other hand, Richins & Dawson express materialism with the behavioral attitudes tendencies. Also, the word expression is used by other scholars in different ways. As it can be seen, the attachments used by Belk as possessiveness, non-generosity and envy convey materialistic meanings with the words. However, Richins & Dawson have more positive words which represent values of people as success, centrality and happiness attachments with expressions.

Richins & Dawson’s (1992) Materialism Values Scale

Defining Success

1. Individuals having expensive homes, cars or clothes are admirable for me.
2. Acquisition of material possessions, is one of the crucial achievements of life.
3. I don’t consider material possessions of people as an indicator of success. *
4. My possessions reveal my performance in life.
5. Affecting others with my ownings is something that I like.
6. I don’t care about material possessions of others.*

Acquisition Centrality

1. In general I purchase what I need. *
2. Regarding possessions I strive to have a simple life.*
3. My material possessions are not that important for me.*
4. I like purchasing impractical things.
5. I enjoy buying things a lot.
6. Luxury in life is what I like.
7. Material things are less important for me than it is for many individuals around me.*

Pursuit of Happiness

1. I already have everything to enjoy life.
2. I could have a better life if I had some new things that I don't have now. *
3. Owning better things wouldn't make me more happy.*
4. Affording to buy more could make me happier.
5. Not affording to buy all I want sometimes annoys me.

Note:* denotes items that are reverse scored.

Figure 3. Richins & Dawson's (1992) Materialism Values Scale

Adapted by (Richins & Dawson, 1992, p.310) (Bearden & Netemeyer, 1999)

Richins (1994) mentioned that presenting or showing ownings publicly is seen valuable for materialistic people. This showed that, publicly consumed meanings instead of certain item usages became popular among materialistic people, and those people focus on presenting their material possessions to show off. Trigg (2001) explained that there is a link between materialism values and conspicuous consumption (p.101). Value and price of material goods play a vital role in a materialistic manner that conveys some meanings to other people. Materialistic people communicate with their milieu through their possessions aiming to impress and deliver a message to others. They try to show their wealth with their materialistic goods, and here luxury product displays are rooted by conspicuous consumption (Trigg, 2001, p.108). Especially people who have high materialistic values use the apparel goods with a purpose of impression and communication with other people by expressing the "ideal self" for a kind of status and social acceptance.

2.1.3.4 Conspicuous and Status Consumption through Brands

Conspicuous consumption is a kind of complex consumption which is in the concept of Veblen's (1899) Theory of Leisure Class explanation cited as "it was used by people to signal wealth and by inference of power and status" (Vigneron & Johnson, 1999, p.4). According to Veblen (1899), the main idea of high level of conspicuous

leisure and conspicuous consumption, is to gain reputation and a waste of resources like money and time (Veblen, 2005, p.67). Conspicuous consumption can provide prestigious status and can become more important for people (p.253). The power and status moves into everyday life via possessions which show the wealth of people. When Rounti (2007) pointed out Dittmar's (1992) explanation of the possessions, they became crucial symbols as individual's merits and interests. It showed that one's individual material possessions affect his/her identity through symbolic representations (Rounti, 2007, p.3). Therefore, people start to compare themselves with each other and conspicuously send messages to other people with the help of possessions of goods and services via publicly consumed items. Furthermore, Ransome pointed out that conspicuous consumption is a mirror of who and what we are socially" (Ransome, 2005, p.68) and status cannot be separated as an aspect of the conspicuous consumption. Some academicians enlightened that the conspicuous and status consumption are same or similar to focus on (Eastman, Fredenberger, Campbell & Calvert, 1997, p.54) (Eastman, Goldsmith & Flynn, 1999, p.43). Status consumption considered people consuming to have a social position and conspicuous consumption covered that people consume symbolically for status achievement for themselves and their environments" (Eastman, Fredenberger, Campbell & Calvert, 1997, p.53) (Eastman, Goldsmith & Flynn 1999, p.42). Chaudhuri, Mazumdar & Ghoshal (2011) pointed out that conspicuous consumption is caused by the will for the self-image communication through the ownings, as well as the urge for presentation of possessions that symbolize the cultural and economic situation (p.217). Vigneron & Johnson (2004) developed a scale to combine status and conspicuous in one place (p.484). However, some scholars explained that they are different notions but they have some relations with each other and affect the

existence of each other (O’Cass & McEwen, 2004, p.25) (Truong, Simmon, McColl & Kitchen, 2008, p.190). Truong et al. (2008) found out that the notions of status and conspicuousness were different regarding brand prestige in the luxury market (p.190). Vigneron & Johnson (1999) defined prestige with some perceived “conspicuous, unique, social, emotional and quality” values (p.1-8).

Briefly, status is sought in conspicuous and symbolic consumption for social interactions, socialization needs and relations by presentation of branded ownings of goods and services. According to some scholars, status consumption has a positive relationship with materialism (Eastman, Fredenberger, Campbell & Calvert, 1997, p.53) (Heaney, Goldsmith & Jusoh 2005, p.83). O’Cass & McEwen (2004) mentioned that both status and conspicuous consumption have relationships with people and their owned possessions (p.38), where “materialism is a value that reflects a focus on wealth and owning of material objects, in contrast to a focus on spiritual, emotional, or intellectual well-being” (Workman & Lee, 2011, p.51). In their article Podoshen & Andrzejewski (2012) found out and supported relations between Richins’s materialism and the need to become more prestigious. They got support from other people gaining a ladder step as social status in their environments. Also, their study supports the idea of Tatzel’s connection of “free-spending materialism” with conspicuous consumption in which the studies were compatible to Western societies (p.327). Thus, status oriented people focus to gain status feelings via brands and products where materialist people centrally focus on the owning of brands and products to show off. More or less they are interrelated and have some connections to each other.

To gather up, connections of materialism, status and conspicuous consumption revolve around the consumption of items publicly to gain status and show off purposes for social well-being in an environment with the use of brands, products and services.

2.1.3.5 Hedonic Consumption

Hedonic consumption is defined as “facets of consumer behavior that relate to the multisensory, fantasy and emotive aspects of product usage experience” (Hirschman & Holbrook, 1982, p.92). Hedonic consumption could be seen vital for fashion leaders and innovators (Workman, 2010) and clothing consumption considered as an important behavior in people’s life (Kim & Hong, 2011). Hedonic consumption covers enjoyment, fun and entertainment that can be seen as a pleasure oriented consumption style. It can show the experiential side of shopping behavior. Fashion clothing is a good example to show hedonic value with its symbolic, experiential and pleasing possessions (Holbrook & Hirschman, 1982). Çelik (2009) pointed out the hedonic variables as beauty/aesthetic, prestige, excitement, pleasure/entertainment, self-expression and identity, new created variables, becoming an innovator, and catching attention (p.127). Thus, fashion clothing consumption can be presumed to provide fun and spirit. Customers want to spend more time to choose the specialty goods based on fashion clothing products. Scarpi (2006) suggests that hedonic consumption of fashion clothing in specialty stores stem from the new products and styles and the enjoyment and pleasure of using new fashion apparel as clothes and accessories. Designer clothes, sports cars and other luxury watches and bags are considered as hedonic products and cause to fulfill recreational and hedonic values of customers. Hedonic shopping for clothing may cover personal factors such as personality characteristic, popularity, achievement of prestige, fashionable or other

factors such as comfortability, value for money and so on (Koca, Vural & Koç, 2013, p.54).

Symbolic consumption has relations with hedonic consumption (Çelik, 2009, p.77). From marketing point of view, marketing communication professionals focus on the product associations and meanings instead of product itself (Hirschman & Holbrook, 1982, p.93). Symbolic consumption focuses on achievement of enhancing social status, protection of social identity, expression of self-image and transference of self-identity (Grubb & Grathwhol, 1977, p.24). Clothing is an example for the symbolic consumption when one tries to communicate with people in their environment through his/her clothes.

On the other hand, some scholars explained the restrictions for people to make hedonic consumption. Khan, Dhar & Wertenbroch (2004) pointed out that, consumers try to reach experiential and hedonic pleasures and experiences through purchasing products, however their purchases may cause some feelings like “negative self-attributions such as I am careless, I am a spendthrift, I indulge, I lack self-control etc.” and when associated with hedonic alternatives these could restrict people from choosing hedonically appealing experiential alternatives” Koca, Vural & Koç (2013). Consumers create some relationships with the products and themselves, and the notion of hedonism can attach some meanings to their choices as pleasure and excitement (p.54).

Moreover, Vazifehdoost, Rahnama & Mousavian (2014) stated that consumers make impulsive purchases which are defined as unplanned buying instinctively with the effects of hedonism such as entertainment, emotions, and feelings (p.223). Impulsive

buying has a vital role for hedonistic satisfaction (p.225). Thrill seeking consumers who have hedonic needs, make impulse decisions quickly. In addition hedonic consumption can be an intermediary of deciding the existence of impulse buying behavior (Park, Eun & Forney, 2006).

Thus, hedonic consumption has some overlapping functions with conspicuous consumption such as entertainment, emotions, and diverse types of feelings of hedonic consumption. The hedonic tendencies of consumers can cause variations on their satisfaction levels depending on their perception of consumption, conspicuously and hedonistically.

2.2 Decision-making Process and Styles

Understanding of decision-making mechanism together with identification of factors affecting the process in evaluation of goods and services, is the ultimate desire of marketers and marketing communication practitioners. This can be considered as a vital goal for marketing communication professionals as, they make plans to influence consumers through communication channels to reach a certain degree of brand awareness, consciousness till brand loyalty and equity is attained. In other words, this subject is quite important in the marketing communication field. By this way companies try to bring consumers towards their offerings while striving for survival in the highly competitive marketing environment.

To understand the consumer behavior considering the decision-making styles, the ultimate goal of companies in the field of marketing communication has been implementation of various forms of research studies in the consumer market.

2.2.1 A Buying Process

In developed countries, consumer studies are at advanced level where companies have chances to adopt or plan successful new strategies. However, consumer buying process studies in developing countries continue to make progress has been continuing to progress especially in different parts of the world.

Various scholars categorize the buying decision process of consumers with similar steps, which is the central learning point to understand the basic Consumer Buying Decision-making Model and the factors that cause alterations on people's choices. Most of scholars' decision-making models are similar to each other. Some of them explain in detail and others explain only the basic concepts (Kotler & Armstrong, 1999, p.254) (Lamb, Hair & McDaniel, 2004, p.143-153) (Blackwell, Miniard & Engel, 2001, p. 71-83) (Schiffman & Kanuk, 2000, p.443) (Etzel, Walker & Stanson, 2001, p. 96) (Perreault, Cannon & McCarthy, 2013, p.117).

According to Schiffman & Kanuk (2000) in Figure 6 as a Simple Model of Consumer Decision-making, there are some external influences and these are regarded as input. The external influences are the company's marketing efforts which are price, place, product and promotion. Another external influence of marketing communication is socio-cultural environment which covers such values as family, informal and noncommercial sources, culture and social class. These external influences are in people's environment.

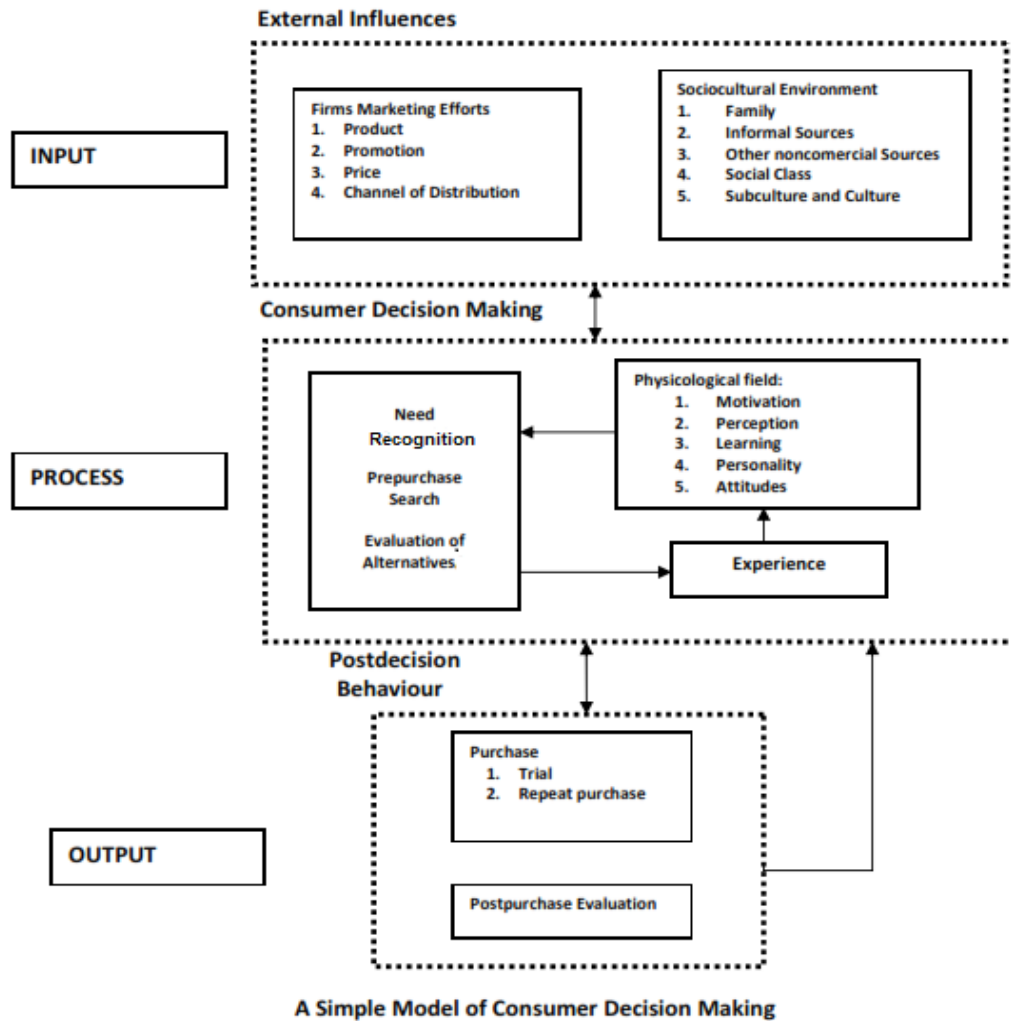


Figure 4. A Simple Model of Consumer Decision-making
 Source: (Schiffman & Kanuk, 2000, p. 443)

Then, there is a process as the consumer decision-making mechanism which covers need recognition, pre-purchase search and evaluation of alternatives, physiological factors (motivation, perception, learning, personality and attitudes) and experiences. Also, need recognition, pre-purchase search and evaluation of alternatives are the first three steps out of five steps in consumer buying decision-making.

The first step is “Need Recognition” which occurs when a consumer needs or wants some products. Blackwell, Miniard & Engel (2001) explained the need recognition process as a customer need or problem identification (p.72). Schiffman & Kanuk

examine it with a “problem” and Belch & Belch focused onto “problem recognition” (Schiffman & Kanuk, 2000, p.444) (Belch & Belch, 2004, p.107). For example, a consumer wants to buy a new blue jean, new computer etc. This is one of the most important steps which the marketing communication professionals try to understand and for this reason they design some marketing communication strategies and tactics to initiate these needs and wants for consumers.

Blackwell et al. (2001) emphasized the essence of identifying the environmental factors and individual differentiations affecting the formation of these needs (p.72). Needs arise on individuals’ minds through the information that comes from external influences like company’s efforts, environmental factors and individual variations together with a synthesis of the information already in the memories of the individuals. Long term memory plays a vital role instead of the short term memory.

In addition, Belch & Belch (2004) explained some more sources such as new forms of needs and wants, innovative new products, finished products or even dissatisfaction to cause the problem or lead to a need recognition (p.107). All of the above factors trigger the awareness of a need or a problem, and hence marketing communication efforts within the existence of these sources become the topics for the marketing communication practitioners to work on. They use sources to create products, packages, slogans which are transferred to consumers via communication channels such as television, radio, out-of-home media or point-of-purchase placements etc.

The second step is “pre-purchase search” or “identification of alternatives” in which the alternatives can be determined by the consumers’ criteria. People search for some

information about their needs wants or problems to make a decision to buy. Also, people may have some information about the products and services in their minds, but in their social environments, communication channels like magazines, television or other marketing communication media help them to make their decisions. Based on the combination of information gathered from media, family, friends and their own thoughts, consumers rely on the brand names such as Levis, Lee, Mavi for jeans brand and Sony, Apple or Toshiba as higher quality computer brands/products.

After the second step, there is a third step as “evaluation of alternatives” in which consumers try to evaluate their problems and needs, criteria, choices and alternatives as brands and so on. Also, consumers’ criteria such as price, quality, color or model etc. are evaluated to make a right decision to buy the right product with the right criteria and brand name. Moreover, people try to evaluate brands according to the intrinsic cues as physical specification of the products as color, shape or design and extrinsic specification as package, advertisements, brand name and price concerns (Schiffman & Kanuk, 2000, p.146). These criteria were determined by the consumers’ perceived quality and motivational expectations from products.

Also, individuals’ experiences, physiological factors and the above steps can affect each other in the consumer decision-making as a process. Hence, the output can be considered as purchase and post-decision behavior. In the fourth step referred as purchase decisions, consumers finalize their decisions. The consumers’ level of brand loyalty, experiences, external influences, product and price criteria consideration levels cause to make decisions to select one brand and buy them to get some experiences as a trial period.

The last step is considered as “post-purchase behavior” or post-purchase evaluation. After purchasing a blue jean, consumer uses it and the post purchase thought of a consumer has a vital role because it is an important point and if s/he is satisfied. Therefore s/he will buy a new model of the same brand and it will become a repetitive activity which is the desired outcome for the marketing communication practitioners as an element to create brand loyalty. If consumer has no clear idea or has skeptical idea about the product this means that “cognitive dissonance” occurs in his/her mind because of doubts (Etzel, Walker & Stanton, 2007, p.95).

In the light of buying process explanations, if people follow this procedure, they will have a degree of rationality in their decision-making where they have many alternatives to choose satisfying to their criteria. On the other hand, there is no necessity that rational consumers must follow these steps. Because in some product categories such as convenience products that we consume routinely in our daily lives, people sometimes will not identify or evaluate the alternatives since they consume the same products automatically like bread, or milk etc. Also, consumers’ degree of brand loyalty and level of involvement into the buying process affect and influence their buying behaviors. Further explanations also explain the situation about the influences of consumer decision-making. Normally, people may expect a rational consumer to make comparisons and evaluations before purchasing a product. However, some factors such as culture, family, friends and reference groups may affect one’s decisions, perceptions and attitudes etc. to such a degree that this effectiveness might lead to impulsive decisions depending on people’s choices. In other words the communication among family members, friends or other people may cause changes in one’s behavior or decision.

Hence, Etzel, Walker & Stanton (2007) pointed out that consumers' decisions are affected by their personality and other factors such as cultural, psychological, social, political and situational ones. Individuals' social and group forces such as family, reference groups and cultural values affect the ultimate decision of a consumer and influencer, gatekeeper or advisor roles of people that can lead to variations on the final decision of the consumers. Also, gender roles may cause changes, or cultural norms may affect consumers' decision process. Additionally, psychological factors such as motivation, perception, learning and personality may cause changes in one's behavior. The situational forces influence the process as well as time concerns and location for formation of one's decisions (p.91)

Groups such as friends and colleagues influence people's natural decisions and influenced people sometimes consciously accept it because they tend to become a member of a group for social acceptance. They want to be regarded as a member and they may think that their attitudes and behaviors may occur in the same manner. People who live in small islands or developing countries such as Cyprus may have many friends, relatives and closer relationships between groups that might cause impositions, and changes on people's perceptions and attitudes due to the high level of interpersonal communication availabilities. When someone wants to buy a new blue jean which is highly popular, young adults' friends and social environment may affect his/her choices. To become a member of a group, young adults might pay lots of money for just a blue jean. Also, fashion affects their decisions. If fashion is a skinny jean, young female and male adults wear those skinny jeans. They don't prefer to wear other models such as low-cut or high-cut jeans.

2.2.2 Customer Perception of Pricing

Recently, customers' decisions are affected by customer perception of pricing. The pricing strategies of companies give another option for the companies to make profit among competitors. Pricing is considered as one of the marketing mix elements. Lancaster & Massingham (2011) and Kotler, Armstrong, Wong & Saunders (2008) mentioned three types of pricing as value-based pricing, cost-based pricing and competition-based pricing. Competition-based pricing means that the company sets the prices of their product and services according to its competitors. Cost-based pricing puts the product at center, however, value-based pricing puts customers at the center of their pricing strategies.

2.2.2.1 Value-based Pricing

Value-based pricing starts with focusing on understanding the customers' expectations, needs and wants, and also their expectation and perception of the products' desired value. Etzel, Walker & Stanton (2007) explained that, price is considered as an element of value. Value is the ratio of perceived benefits to price and any other costs (p.318). Semenik (2004) explained value pricing as "quality movement" "The basic idea is that when customers purchase a product they go through a complex process of balancing benefits against costs" (Lancaster & Massingham, 2011, p.176). They try to estimate the value of the products and services that generate perceived value for the customers. Then, they set the price for their products according to customer. Here, one of the main important issues is the consumers' perceived value of the companies' products and services. When companies plan to set prices, it's not only price setting, it's about the value determination of the products for the company. Also, some companies produce similar products with similar standards, however one of the company's products can

be perceived more valuable than the competitors' ones. The company's value-based pricing strategy can be successful with the harmonization of all marketing mix elements together. That is why some companies use value-based pricing strategy for their new fashionable styles parallel to their perceived value for profit maximization.

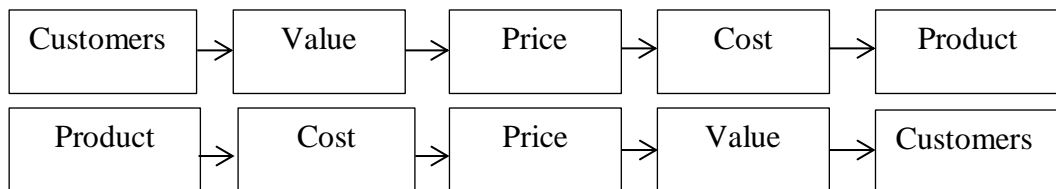


Figure 5. Value-based Pricing and Cost-based Pricing
Source: (Nagle & Holden, 1995, p.5)

Nagle & Holden (1995) and Kotler, Armstrong, Saunders & Wong (2008) pointed out Kotler's explanation of value-based pricing and cost-based pricing. For the value-based pricing, firstly customers have importance, then value perception by the customers is evaluated, and the price is determined with cost and lastly the product comes out. The vice versa of value-based pricing is cost-based pricing which goes from product to customers in the same manner.

Tatzel (2002) pointed out that there are value seeker consumers and non-spender consumers. Value seeker consumers are considered as extremely materialistic people. They like owning pleasant and good possessions. They care for saving money and buy high quality products. On the other hand, non-spender consumers are less materialistic and like to keep their money (Tatzel, p. 119). Also, value perception of the consumers has some variations according to value proposition and meaning for the consumers. Thus, customer decision making process is affected by the consumer perception of price value considerations of customers.

Moreover, consumer decision-making process is affected by the type of buyer behavior. According to Kotler & Armstrong (1999), there are four types of buyer behaviors regarding the level of involvement and the level of differences among brands as shown in Figure 7 (p.251). On one hand, significant differences among brands with high involvement of consumers bring about the complex buying behavior. Likewise, few differences among brands with high involvement of consumers bring about the dissonance-reducing behavior. Also, significant differences among brands with low involvement of consumers bring about the variety-seeking behavior. Furthermore, few differences among brands with low involvement of them bring about the habitual buying behavior.

	High involvement	Low involvement
Significant differences between brands	Complex buying behavior	Variety-seeking behavior
Few differences between brands	Dissonance-reducing behavior	Habitual buying behavior

Figure 6. Four Type of Buyer's Behavior
Source: (Kotler & Armstrong, 1999, p.251)

The above table can categorize consumer decision according to consumers' level of involvement and the level of brand differences. Furthermore, the consumers' decision-making can be categorized according to their involvement level and previous experience situation as shown in Figure 8 (Semenik, 2002, p.157). Consumers with high involvement and low experience level may have extended problem solving decision-making patterns. In addition, consumers with low involvement and low experience may have limited problem decision-making

manners. On the other hand, individuals with high involvement and high experience have brand loyalty. Lastly, consumers with low involvement and high experience are the variety seeker consumers.

	High involvement	Low involvement
Low Experience	Extended problem solving	Limited problem solving
High Experience	Brand loyalty	Habit or variety seeking

Figure 7. Four Type of Consumer's Decision-making
Source: (Semenik, 2002, p.157)

2.2.3 Branding as a Tool for Consumer's Decision

In this capitalized world, brands as names, symbols or logos play a vital role not only for companies but also for people. Clow & Baack (2007) pointed out that strong brand names guarantee quality of products which people choose, as well-known brands among others quickly. Also, brand equity signifies a distinction of a given good or service from similar items and involves a unique and positive perception imposition (p.41).

Building equity for brands is an important issue that this equity adds value to the product and information about the brand is stored in the minds of consumers (Aaker & Biel, 1993, p.33). Information about the brand through organizational offerings is preferred as positive, strong, and unique brand associations.

According to Keller's brand equity framework, brand associations are determined by the product's attributes, benefits and attitudes. Keller defined three types of benefits; functional, experiential and symbolic (Keller, 1993, p.7).

Brand benefits are determined by personal evaluations of people and their added values to the brands. Functional benefits are the benefits offered which a product's functionality of usage depends on individual assessments of product functions. The second one is experiential benefits which are related to the 'sensory experience' as it deals with the enjoyment and pleasure of consuming that brand. Lastly, the symbolic benefits considers that people consume and use objects for expressing themselves through symbols (Heding, Knudtzen, Bjerre, 2008, p.94) (Shimp, 2003, p.53-55).

Companies use brand benefits to position their brands by the use of functional features of the products such as safety and convenience and this can be seen as examples of functional benefits for functional needs (Shimp, 2003, p.53).

Brand benefits are available to satisfy the needs of people. For functional benefits; usage of organic cotton or organic materials fosters the functional benefits by positioning as healthy clothes in fashion. Symbolic benefits focus on the psychological needs fostering the will for belonging to a group. Symbols are used to satisfy symbolic needs in relation with the brand and self-image such as self-care products and jewelry (Shimp, 2003, p.54). Experiential benefits focus on the experiential needs for "sensory pleasure, variety, and cognitive simulation". The sensory hunger to be stylish and eager to feel great are examples for positioning towards cognitive demonstrations (Shimp, 2003, p.55). Hence, companies use above benefits for positioning their brands for their pre-determined market segments.

Also, Clow & Baack (2007) mentioned that the purpose of branding is to create brand awareness among competitors. Researchers try to isolate the unique factor to make the brand the one for and to integrate this into the brand (p.41). In this highly

competitive business market, companies try to find a “unique selling proposition” to gain competitive advantage.

Moreover, Shimp (2003) argued that, brand equity defines brand knowledge as, brand awareness and brand image. Brand awareness regards the notion of the brand name recall in the minds of people when people think of a product category. Nike and Adidas have high level of brand awareness among people for sports product category and Levi’s comes to mind when jeans are considered among young people (p.33-35). Brand awareness is crucial for the organizations, and brand equity achievement of organizations is eased when they have achieved brand awareness in people’s minds.

Biel stated his brand exposure in a day as “from the Crest toothpaste I brush with each morning to the Remy Martin Cognac that ends my day, I move in a perceptual space richly furnished with brand symbols” (Biel, 1993, p.68).

... As I get into my Subaru to go to the office... I’ll grab breakfast at McDonald’s or the Hilton. In either case, I will pass a Burger King’s, a Wendy’s...As I get on the freeway, I notice a Mercedes just ahead of me,...My secretary comes in wearing a pair of Levi’s and Nikes...Indeed, from the brands I use, and other brands that are adjacent to me, you may have started to develop a mental picture of me, and idea of what I’m like, and expectations of how might behave. Brands have only furnished the environment, in which I live, but also enrobe me, and by doing so, help defined who I am (Biel, 1993, p.68).

People are exposed to and use many brands in their daily lives and with the help of brands and their associated messages they present their self-images. Many people are exposed to ten, twenty or more brand names and logos every day. People wake up and get exposed to brands like Colgate toothpaste, drinking Nescafe, washing face with Dove soaps, wearing Levi’s jeans, wearing Benetton t-shirts, wearing Nike

sports shoes and driving a Golf car as and it continues likewise in their routine daily lives. This also, shows the consumption culture that comes from the Western countries through their global brands becoming the preferences in the Western, Eastern or partially Third World countries as a global village. People use some well-known or preferred brands and brand images, that they find some associations and linkages between the brands and their personalities or characteristics to express themselves to the outside world.

According to Biel (1993), brand images through their strong nonverbal emphasis conveys the message through symbols associated with it to recall the underlying identification component with its owner (p.73). He then mentioned that

brand images also have a strong- nonverbal component. The unique symbols long associated with many brands- especially strong brands- are automatically accessed from memory as soon as the brand is shown. The distinctive batwing shape alone evokes identification of its owner, Levi Jeans” (Biel, 1993, p.73).

Moore (1993) referred Achenbaum’s (1972) idea about the brand as a type of assurance about the product and pleasure about the self-image in the chapter of the book which is edited by Aaker and Biel in 1993 (p.33). The idea of self-image refers to the appearance of people and their self-image representing themselves in their daily lives.

Physical appearance of people conveys some meanings and messages. People express themselves with the help of their appearance which is the vital aspect of “self-image”. Through our self-images, we communicate with people and establish relations with them (Hickson & Stacks, 1985, p.85).

Furthermore, the creation of this self-image and personalities of brands that are imposed by companies onto the brands, provides a pathway to people for finding out a linkage between their personalities and the brand personalities. Some scholars found out that the connection between self-image and the brand personality brings about positive effects to a brand (Sirgy, 1982, p.288) (Schiffman & Kanuk, 2000, p.118) (Park & Lee, 2005, p.39). Shimp (2003) pointed out that, “Just like people, brands even have their own unique personalities” (p.31). Brand personality has been defined as “the set of human characteristics associated to brands” (Aaker, 1997, p.347) and “the unique set of human personality traits both applicable and relevant to brands” (Azoulay & Kapferer, 2003, p.151). Brand personalities like individual personalities reflect lifestyles and consumption patterns of people. According to Aaker (1997) there are five types of brand personalities:

- a. Sincerity: The brand personality representative word used for honest, cheerful, wholesome, and friendly patterns.
- b. Excitement: The brand personality which covers daring, spirited, up-to-date, young, and cool attitudes.
- c. Competence: The brand personality that focuses on the terms as; reliable, intelligent, successful, and confident.
- d. Sophistication: The brand personality that displays upper class, charming, and feminine patterns.
- e. Ruggedness: The brand personality covering the words; outdoorsy, masculine, and western.

(Aaker, 1997, p.352)

Above brand personality characteristics are used by marketing communication professionals to create positioning themes for their brands, such as functional, symbolic, and experiential benefits, directed at fulfilling the desired needs of the consumer regarding the brand (Keller, 1993, p.7). Functional benefits feature rational attachment to the brand to fulfill the need of functionality. Symbolic benefits involve status and prestige to fulfill the need for self-esteem. Finally, experiential benefits provide experiences and create usage imagery, designed to enrich the consumer's life (Shimp, 2003). Companies make decisions to assign relevant brand personalities for their selected brands.

Furthermore, brand personalities are used to give some relevant associations to selected brands, thus the brand images exposed by people are referred to their lifestyles and self-image. These personalities are used by the companies for designing advertisements and their slogans or messages, in order to create an image on the consumers' minds and to move the information to the long term memory. When people think that Timberland boots are outdoorsy as means of ruggedness considering the durability of Timberland, this leads to create some associations on the consumers' minds.

Also, Floor (2006) expressed Zara as an example for fast fashion brand classification dealing with the brand identity, position and personality. The brand identity of Zara is positioned as fashionable, rapid turnover with affordable prices and the brand personality as cool, stylish, fashionable, amazing and youthful (p.333). Shimp (2003) asserted that, for the brand image, some specific associations are available on the consumer's memory and they have some senses and associations about the brand such as the fashion industry that exerts the experiences and ideas about others (p.36).

The aim of organizations is to form brand loyalty in which loyal consumers consume these brands in their daily lives. Possession of branded products delivers some messages to other people. A young adult, who wears a Levi's blue jean, gives some social meaning as being a fashion follower and the sports appearance points the casual wear preference. People show their favorable and unfavorable reactions with the usage or non-usage of the brands. Also, brand image possesses some value and meaning to consumers. Brand image considers the consumers' perception of brand associations and attachments of the brand name in the consumers' mind (Aaker, 1991, p.109) (Del Río, Vázquez & Iglesias, 2001, p.410) (Keller, 2008, p.51). Similarly, companies use "unique associations" to create strong brand images and use "unique selling propositions" to gain competitive advantage among rivals (Keller, 1993, p.17) (Keller, 2008, p.51-58).

Moreover, symbolic image for marketers is seen as the brand image which tends to be a more essential element of the brand rather than the physical feature of the product (Aaker, 1991). In addition, brand personality has a power to help shaping the brand image as a "soul" in other words rationality, emotions and feelings associated with the brand image (Dobni & Zinkhan, 1990, p.118) (Bouhlel, Mzoughi, Hadiji & Slimane, 2011, p.211).

Some scholars revealed that, there is a connection and linkage between the brand image and self-image (Sirgy, 1982, p.288) (Graeff, 1996, p.4) (Mocanu, 2013, p.395). "Brands and their associated images let consumers express who they are, what they are, where they are, and how they want to be viewed by other people" (Graeff, 1996, p.4). People use brands as a means for expressing themselves and their self-image for delivering a message to other people. The brand images such as sexy, safety, friendly

etc. encourage people to use these brands. Graef stated that “When a brand is consumed publicly, consumers are interested in impressing others by their act of consumption” (Graeff, 1996, p.4).

Auty & Elliot (1998) pointed out the idea of Noesjirwan and Crawford about clothing as;

“Clothing is primarily a means of communicating, not personal identity, but social identity...Advertisements that project an implied social identity through a model’s clothing are likely to have quite different effects on different kinds of consumers. The marketer has more control over the decoding of the brand image when advertising is “consumed”.....” (Auty & Elliott, 1998).

Noesjirwan & Crawford (1982) emphasized the above phrase and reached a conclusion about clothing and it’s symbolization of social identity in the fashion world.

According to Michman & Mazze (2006), fashion can be seen as a reflection of self-image (p.29). This self-image turns out to be the cultural symbolic space for the people where Davis considered in his book “Fashion, Culture and Identity” as:

There is also nothing to state but to say the meaning that clothes convey are cultural; just like the things around we assume to carry common meanings like food we eat, music we listen to, our furniture, our health related beliefs in summary all our symbolic space, are being cultural (Davis, 1997, p.24).

Finally, brands have power as a communication tool to send messages which convey meanings to people. That’s why by using specific brands, especially apparel products, people may express themselves to other people with their clothings.

2.2.4 Adoption Process in Consumers' World

Adoption process is an important issue in marketing communication field which is a starting point for marketing communication professionals to design marketing communication campaigns. Scholars have differentiated the explanation of adoption process. Everett M. Rogers who is the founder of Diffusion of Innovation Theory explained his model with the steps of “knowledge, persuasion, decision, implementation and confirmation. Diffusion of Innovation Theory was developed by Everett M. Rogers in 1962 (Blackwell, Miniard & Engel, 2001, p.420).

The most popular diffusion studies were applied on the farmers (Severin & Tankard, 1997, p.238). Rogers's categorization about adoption rate of innovation was based on;

Relative advantage: It is the perceived improvement on an innovation than its preceding one.

Compatibility: It is the degree of an innovation to comply with the requirements and existing demands of the targeted adopters.

Complexity: It is the perceived level of difficulty of an innovative offering.

Trialability: It is the ability to be tested by potential adopters.

Observability is the level of solid visibility of the outcomes of an innovative offering. (Rogers, 1983, p.16)

Diffusion of innovation and adoption process is not limited only by farmers or technology. Rogers (2003) explained that designer's jeans, clothes, miniskirts and shorts are adopted by consumers and innovations (p. 214). Sproles (1974) pointed

out that the fashion diffusion process could be similar to classic product life-cycle diffusion processes.

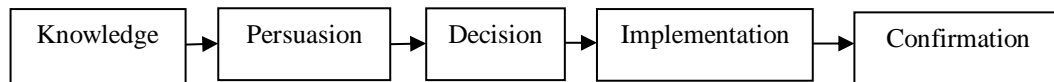


Figure 8. Rogers Everett's Model for Adoption Process
Source: (Rogers, 1983, p.20)

Consumer decision-making process can focus on an individual's decision. However Rogers's model focuses on to understand the effect of the diffusion with consumers who pass through all steps till the end of the process (Blackwell, Miniard & Engel, 2001, p.420).

The model begins with the "knowledge" stage, which is the consumers' first exposure to the information. The media and opinion leaders affect the consumers' level of knowledge. In the second step, "persuasion" is considered to create positive or negative attitudes towards innovations as new products, styles, ideas etc. The third step "decision" is the one in which people make decisions to adopt or reject the innovation. The fourth step "implementation" considers a trial period in which marketing communication tools can affect the stage positively. Lastly, at the "confirmation" period consumers adopt and continue to use new things or stop after a while (Rogers, 1983, p.20)

Considering Rogers' Model, Etzel, Walker & Stanson, (2001) that explain the adoption process of consumers by using different stage names in Figure 10 (p.231).

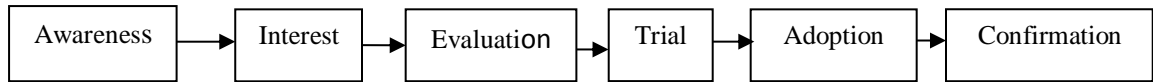


Figure 9. Adoption Process
Source: (Etzel, Walker & Stanson, 2001, p.231)

Some authors pointed out the importance of the adoption process. (Etzel, Walker & Stanson, 2001, p.231) (Schiffman & Kanuk, 2000, p.410) (Blackwell, Miniard & Engel, 2001, p.417) (Lamb, Hair & McDaniel, 2004, p.329). The awareness stage seems to be the first contact of companies with consumers. However, the need recognition exists before the awareness stage or during the awareness stage, in which uses or functions are explained by the companies' campaign.

Initially, people are aware of a product or a good, so if they are interested in any specific product they can try to get information about it. Also, they evaluate its features, and sometimes try to use it in a trial period if any prototype exists and they can adopt and start to use the product. Finally the consumer wants to believe this is the right product for them. To gather up, people become aware of the goods and the services through marketing communication tactics which are launched by the company. Interest is the second step in which the marketing communication practitioners try to create an image for the brand to evoke the individuals' interests towards the brand of goods and services. Also, different tactics are used for evaluation and trial stages in which companies may introduce trial packages or services to give a chance to consumers for evaluating the goods and services. Lastly, they adopt and confirm that, this can be the right good or service for them. Also, marketing communication practitioners impose some ideas which are designed for

the goods and services and they try to normalize their messages, slogans, packages or designs etc. through integration of those into the daily lives of the consumers.

2.2.4.1 Diffusion of Fashion Adoption Process

Fashion consumption has a complex nature. People may be affected by some external environment issues as one element being the fashion. Fashion gives people an idea to show their self-expression in their social lives. People use fashion and they become fashionable to express themselves individually. According to Etzel, Walker & Stanson, “*Fashion is rooted in sociological and psychological factors. Fashion furnishes the opportunity for self-expression.*” (Etzel, Walker & Stanson, 2001, p.257)

Style and fashion can be used as synonymously in the below perspective as being a unique and distinguishable presentation or formation of any art or talent related manner (Etzel, Walker & Stanson, 2001, p.257). A style may become a fashion with the acceptance of many people. According to the explanations of Odabaşı (2006) when a style is presented, it might have a very short or a very long life span. The adoption and popularity of a style can be named as fashion (p.50). According to Etzel, Walker & Stanson (2001), a fashion can become adopted as a style when it becomes popular and is admitted by a large number of people through a period (p.257). In recent days, the popularity of fashion or styles has the possibility to change quickly.

Fashion adoption process plays a vital role to determine style for fashion introduction attempts. Fashion concept with adoption process and stages is used by some academicians in the clothing industry (Goldsmith & Flynn, 1992) (Schrank & Gilmore, 1973) (Behling, 1992).

Many people in various socio-economical levels or groups adopt a popular style and start to purchase it. It continues till this fashion becomes obsolete (Etzel, Walker & Stanson, 2001, p.257).

People follow fashion since they want to be accepted by reference groups who are in higher socio-economical levels. Etzel, Walker & Stanson (2001) pointed out three types of theories of fashion adoption process (p.257-258.):

- “Trickle-down”: Firstly fashionable product is designed for the upper socio-economical levels. Then, it flows down to lower socioeconomic groups. Initially, high income groups adopt a style as a fashion, then middle and lower income groups become familiar to that fashion. Michman, Mazze & Greco (2003) explained that, leather apparel became a fashion as trickle-down (p.141). During the introductions of seasonal fashions, a new dress can be offered in luxury special shops only to rich people (Michman & Mazze, 2006, p.30).
- “Trickle-across”: Fashion or style launches at various socioeconomic groups at the same time. Michman et al. (2003) explained that in trickle across period with the introductions of different quality and price, fashion spreads simultaneously in luxury shops and discount shops (p.142).
- “Trickle-up”: The fashionable products as clothes were firstly introduced at lower socio-economic levels then it moves to upper levels like Levi’s Jeans or T-shirts (Michman et al.,2003, p.142) (Michman & Mazze, 2006, p.30).

Moreover, products have virtual life cycles, which cover introduction, growth, maturity and decline stages. Intangible product life cycles and adoption stage for new brands have relations in the selected marketplace. Rogers (1983) presented five

adopters categories according to consumers' rate of adoption process in Figure 11 (p.22):

a. "Innovators" are about 2.5% of the market. These people are the initial ones who wear and try to adopt new products and styles. Also, selected brand here is at the introduction stage of its product's life cycle.

b. "Early adopters" are about 13.5% of the market. These people adopt new products later than the innovators and the brand is at the growth stage of the product life cycle.

c. "Early majority" covers about 34% of the marketplace. These people focus extremely on advertisements and sales. This profile could be average on their social and economic indicators and they have tendency towards adopting new brands in the early maturing period of the product life cycle.

d. "Late majority" group represents 34% of the marketplace. These people are skeptical during the adoption of new products or brands. They plan saving money or await persuasion by the influencers and the brand here is at late maturing stage of the product life cycle.

e. "Laggards" covers 16% of the market. These people are more traditional and either lastly adopt new products and brands or reject to use the new products and styles. The brand is at the decline stage of the product life cycle (Rogers, 1983, p.22) (Rogers, 1983, p.247). Some scholars used Rogers's adoption categorization in their studies. (Etzel, Walker & Stanson, 2001, p.231-232) (Blackwell, Miniard & Engel, 2001, p.423) (Lamb, Hair, & McDaniel, 2004, p. 328).



Figure 10. Rogers' five adopters' categorization and Product Life Cycle
 Source: (Rogers, 1983, p.247)

Fast fashion covers new styles rapidly taking place on the shelves of the shops. For example, trickle across is a more suitable strategy for this new millennium fashion industry. Well-known designers, franchised brands, unknown or local brands in the societies quickly launch new fashion models or styles to survive in the business life. Especially luxury and well-known designers' trends and styles focus on people having a high income and these trends trickle down within the society. On the other hand, these styles and trends spread within the society for over a period of time. However, people with a high status and income dispose or nearly stop the use of these trends at this diffusion period within the society. The competition causes this quick pace because various brands change their new models almost every week and after one week the models and styles cannot be considered as new fashion. Also, diffusion of fashion can quickly spread around people or countries. Zara, as a well-known fast fashion brand, introduces new models and styles every week in their shops around the world (Bruce & Daly, 2006, p.330) (Floor, 2006, p.333). Zara is considered as an affordable brand when compared with Dolce Gabbana, Gucci or others. Fast fashion refers to the demand of the consumers to satisfy their shifting needs and wants in today's marketing world. Thus, these shifts force companies to adapt themselves to the fast fashion industry.

Levi Strauss introduced jeans for mine workers in 1848 because of its durability. Then, jeans became a fashion in lower and middle class young people. Later on, jeans became popular among high income people. Jeans “symbolized rebellion against the establishment” (Michman & Mazze, 2006, p.30). Blue denim pants (jeans) and t-shirts firstly became fashion at lower income levels, and then moved to the higher income levels. Moreover, popularity of jeans can explain rapidness of fashion adoption by people. Young adults tend to adopt any fashion more rapidly than the elderly ones. When new models are launched in the marketplace, many young people may wish to have or wear latest fashion trends.

Today fast fashion launches, organizations offer fashionable styles at different socioeconomic levels simultaneously. The nature of the apparel fashion is seasonal and the fashion duration of styles are short, and that’s why with the trickle across theory a fashion style rapidly diffused around the world.

2.2.5 Categorization of Consumer Decision-making Styles

In marketing communication field, consumer decision-making styles are a new trend and are used as styles for the market segmentation bases. A consumer decision-making style is defined as "a mental orientation characterizing a consumer's approach to making consumer choices" (Sproles & Kendall, 1986, p.271). Consumer decision-making styles are one of the most important areas in consumer behavior and the consumption world. The literature points out that consumers can be characterized by three different approaches; the lifestyle approach, the consumer typology approach, and the consumer characteristic approach (Sproles & Kendall, 1986, p.271) This thesis covers consumer characteristic approach for the categorization of consumer decision-making styles in accordance with Sproles & Kendall’s scale.

Sproles and Kendall (1986) have developed a Consumer Styles Inventory (CSI) for discovering the consumer decision-making styles. There is analytic validity of eight factors as basic characteristics of consumer decision-making styles (p.271).

(1) “Perfectionistic”, “High-Quality-Conscious Consumer” type, is a characteristic for consumer trying to find out best quality for the products in the marketplace.

(2) “Brand-Conscious”, “Price-Equals-Quality Consumer” type, is a characteristic style evaluating the consumer’s preference and attitude towards expensive and reputable products and brands.

(3) “Novelty- and Fashion-Conscious Consumer” type, is a characteristic style who likes new offerings, fashion and accomplishing pleasure to possess innovative, elegant and stylish products in the market.

(4) “Recreational and Shopping-Conscious Consumer” type, is a characteristic style being a degree of consumer recreational situation with a tendency of consumer’s attitude toward shopping with fun and leisure orientation.

(5) “Price-Conscious”, “Value-for-Money Consumer” type, is a characteristic style in which consumers are price sensitive and show tendency towards sale periods and cheap prices.

(6) “Impulsive”, “Careless Consumer” type, is a characteristic style that consumers are impulsive, careless and spontaneous at their shopping time regardless of how much they spend.

(7) “Confused by Over-choice Consumer” type, is a characteristic style where the consumers have confusion because of the variety of product and brand offerings in the marketplace.

(8) “Habitual”, “Brand-Loyal Consumer” type, is a characteristic style in which brand loyal consumers show favorite brand preferences repeatedly and habitually. (Sproles & Kendall, 1986, p.271-274)

Sproles & Kendall discover the consumer decision-making styles scale or in other words, Consumer Style Inventory (CSI) to understand young adult consumer decision-making styles that has been used in various countries. These countries are; United States (Sproles & Kendall, 1986), United States and South Korea (Hafstorm, Chae & Chung 1992), New Zealand (Durvasula, Lysonski & Andrew, 1993), Greece, India, New Zealand, United States (Lysonski, Durvasula & Zotos, 1996), United Kingdom (Mitchell & Bates, 1998), China (Fan & Xiao, 1998) (Kwan, Yeung & Au, 2004) (Kwan, Yeung & Au, 2008), Germany (Walsh, Mitchell & Hensig -Thurau, 2001), India (Canabal 2002), Singapore and Australia (Leo, Bennett & Hartel, 2005), Turkey (Gönen & Özmete, 2006) (Kavas & Yeşilada, 2007), Cyprus (Kavas & Yeşilada, 2008), Iran (Hanzaee & Aghasibeig, 2008) (Kavkani, Seyedjavadain & Saadeghvaziri, 2011) (Azizi & Makkizadeh, 2012), Malaysia (Mokhlis, 2009) (Mokhlis & Salleh, 2009), Macedonia (Anić I-D., Suleska A.C. & Rajh E., 2010), India (Tanksale, Neelama & Venkatachalam, 2014) (Lysonski & Durvasula, 2013), Bosnia and Herzegovina (Anic, Rajh & Bevanda, 2012), Czech Republic (Bandara, 2014), South Africa (Mafini & Dhurup, 2014).

Sproles & Kendall (1986) designed an eight factor analysis as CSI to understand the individuals' shopping habits. Kwan, Yeung & Au (2004) pointed out that Sproles & Kendall (1986) have focused on various decision-making styles of consumers in which apparel good characteristics affect the decision-making process and styles. Also, Wickliffe (1998) explored that these styles are positively concurrent with the good characteristics such as price, brand and so on (Kwan, Yeung & Au, 2004, p.2). The measurement scale CSI established by Sproles & Kendall was conducted in various countries and hence it can shed a light on apparel decision-making styles of young people in Northern Cyprus too. The roots of CSI were traced from Sproles's (1985) study. A 5-point Likert Scale (from strongly disagree to strongly agree) was used to analyze the decision-making styles typology with 40 items as shown in Figure 12 (Sproles & Kendall, 1986, p.271-274).

Factor 1: Perfectionistic, High-Quality-Conscious Consumer

1. I try to get very good quality in my purchases.
2. Trying to get perfect choice is my way of shopping.
3. In general my effort in general is for purchasing best quality products.
4. I place extraordinary emphasis for getting best quality goods.
5. I don't put much emphasis or effort on my purchases.
6. My expectations from my purchased products are high.
7. I purchase the first satisfactory brand or item quickly while shopping.
8. Getting perfect item is not an essential criterion for me in my purchases.

Factor 2: Brand-Conscious, Price-Equals-Quality Consumer

9. My favorite products are well-known branded ones.
10. I prefer to buy expensive and branded products.
11. I think, expensive products have better quality.
12. I think best products are only available at good department stores and exclusive stores.
13. Best-selling brands and products are my choices of purchasing.
14. In general heavily advertised products are good choices.

Factor 3: Novelty- Fashion Conscious Consumer

15. Generally I have a couple of latest style clothes in my wardrobe.
16. According to changes in fashion and innovations I update my clothes.
17. My priority is for fashionable, trendy and eye-catching styles.

- 18. By choosing different brands from various stores I try to achieve variety.
- 19. Purchasing a new product is exciting and entertaining for me.

Factor 4: Recreational and Hedonistic Consumer

- 20. For me shopping is not enjoyable.
- 21. A very pleasant activity of my life is shopping.
- 22. I think going to stores for shopping is a time consuming task.
- 23. Shopping activity is enjoyable and full of fun.
- 24. I spend short time while shopping.

Factor 5: Price-Conscious, Value-for-Money” Consumer

- 25. I buy as much as possible at sale prices.
- 26. Low priced products are usually my choices.
- 27. I try to achieve the best value for money.

Factor 6: Impulsive, Careless Consumer

- 28. I need to be more careful while shopping.
- 29. I make impulsive purchases.
- 30. I later regret for my careless purchase decisions.
- 31. I spend time to achieve best buying results.
- 32. I monitor my spending carefully.

Factor 7: Confused by Over-choice Consumer

- 33. Too many brands to choose among cause confusion in my mind.
- 34. Determining which store to shop is hard sometimes.
- 35. Having more information about products makes it harder to identify the best choice.
- 36. Variety of information from various products are confusing for me.

Factor 8: Habitual, Brand-Loyal Consumer

- 37. I purchase my favorite brands repeatedly.
- 38. I adhere to a brand or product that I like.
- 39. Certain shops are my routine address for shopping in general.
- 40. I regularly alter my brand choices.

Figure 11. Consumer Style Characteristics: Eight Factor Model

Source: (Sproles & Kendall, 1986, p.271-274)

Furthermore, comparison of CSI used in different studies shows the profile of young people in various countries and helps to identify the points of generalization regarding decision-making styles in different countries at the below section:

- Sproles & Kendall (1986) founders of the scale, carried out their research with high school students in United States and found out “Brand Consciousness”, “Perfectionist”, “Novelty fashion conscious”, “Recreational/Hedonistic conscious”, “Price conscious”, “Impulsive Careless”, “Confused by over-choice” and “Habitual brand loyal” categories (p.272-273).
- Hafstrom, Chae & Chung (1992) focused on American and Korean young consumers and discovered “Brand conscious”, “Perfectionist”, “Recreational consumers”, “Confused by over-choice”, “Impulsive”, “Habitual brand loyalty”, “Price value conscious” and “Time energy conscious” styles (p.155).
- Durvasula, Lyonski & Andrew (1993) focused on the university students in New Zealand and found out all 8 decision styles (p.58-59).
- Lysonski, Durvasula & Zotos (1996) focused on the comparison of Greece, India, New Zealand, and United States. They declared that the scale is more suitable for developed countries than the developing countries. They concluded that three common styles are available in four countries as “brand conscious”, “novelty-fashion conscious” and “brand loyalty” (p.10).
- Mitchell & Bates (1998) focused on university students in United Kingdom and discovered all eight decision styles with two new styles as “Time Energy Conserving” and “Store Loyalty” (p.199).
- Fan & Xiao (1998) analyzed Chinese college students and found out “Brand consciousness”, “Time consciousness”, “Quality consciousness”, “Price consciousness” and “Information utilization” styles among young adults in China (p.283).

- Walsh, Mitchell & Hensig –Thurau (2001) analyzed German consumers of ages above 18. They found out “Brand conscious”, “Perfectionist”, “Recreational”, “Confused by over-choice”, “Impulsive”, “Novelty fashion” styles (p.73).
- Cannabal (2002) applied the scale in India with college students and found out “Brand conscious”, “Perfectionist”, “Confused by over-choice”, “Impulsive brand (in different)”, “Time Conscious”, “Recreational Shopping”, “Price/value conscious” and “Dissatisfied careless consumer” styles (p.16-18).
- Kwan, Yeung & Au (2008) focused on China and found out seven styles. These were “Recreational/Hedonistic”, “Perfectionist”, “Brand loyal”, “Confused by over-choice”, “Price conscious”, “Impulsive/careless”, and “Brand/Fashion conscious” (p.193).
- Gönen & Özmete (2006) analyzed Turkish young people in Ankara and found out “Brand consciousness”, “Time consciousness”, “Perfectionist”, “Price conscious”, “Information utilization” and “Confused by over-choice” styles (p.26).
- Kavas & Yeşilada (2007) focused on young people who live in İzmir, Turkey. They discovered seven styles as “Brand Conscious”, “Recreational Hedonistic”, “Perfectionist high quality”, “Price Conscious”, “Confused by over-choice”, “Shopping avoider and non-perfectionist”, “Habitual” and “Impulsive careless” (p.73).
- Leo, Bennett & Hartel, (2005) conducted their research in Singapore and Australia. They dealt with the cultural differences causing the changes on the factors. They found out differences on “brand consciousness”,

“innovativeness” and “confused by over-choice” styles among Singapore and Australia samples (p.2).

- Kavkani, Seyedjavadin & Saadeghvaziri (2011) conducted their study in Iran and they found out seven styles among Iranian young consumers. These are “Perfectionist”, “Novelty/fashion conscious”, “Recreational/Hedonistic”, “Confused by over choice”, “impulsive/careless”, “price/value conscious”, and “brand loyalty” styles (p.235).
- Azizi & Makkizadeh (2012) found out twelve styles in Iran as “Brand conscious”, “Perfectionist”, “Economic”, “Brand loyal”, “Fashion conscious”, “Confused”, “Economic-Hedonism”, “Attitudinal perfectionist”, “Time-Energy conserving”, and “Hate from shopping”, “Variety seeking” and “Undemanding” (p.102-104).
- Mokhlis (2009) had a research in Malaysia and found out seven factors as “Novelty/Brand conscious”, “Perfectionist”, “Confused by over-choice”, “Recreational/Hedonistic”, “Impulsive/careless”, “Variety-Seeking” and “Brand Loyalty” (p.140).
- Mokhlis & Salleh (2009) conducted their study in Malaysia among Chinese people, Malays and Indians. They found out eight factors for Malay and Chinese sample and only five factors for Indian sample. These five factors similar to “Fashion conscious”, “Quality conscious”, “Careless”, “Recreational” and “Confused by Over-choice”, styles and three new styles

were available as “Value conscious”, “Shopping avoidance” and “Satisfying” (p.53).

- Anić, Suleska & Rajh (2010) applied style inventory in Macedonia and they supported all eight styles in Macedonia (p.109).
- Lysonski & Durvasula (2013) focused on a longitudinal study to analyze their 1994 and 2009 research results to discover the changes in 15 years in India. The new data showed that Indians are more brand conscious, novelty-fashion conscious, and impulsive-careless on their consumptions and less perfectionist than the 1994 study (p.75).
- Tanksale, Neelama & Venkatachalam (2014) analyzed Indian young consumers and found out six styles as “Recreational”, “Brand conscious”, “Novelty- fashion conscious”, Perfectionist”, “Habitual brand loyal” and “confused by over choice”. They found out a new style as “Shopping avoidance-Time saver” (p.211).
- Anic, Rajh & Bevanda (2012) analyzed young consumers in Bosnia and Herzegovina and they found out five characteristic styles as “impartial, middle ground”, “fashion-oriented, hedonistic”, “traditional, pragmatic”, “hedonistic”, “confused by over-choice, perfectionistic consumer” (p.211).
- Bandara (2014) conducted a research in Czech Republic and found out seven styles as “Perfectionist”, “Brand conscious”, “Novelty, fashion conscious”,

“Recreational, hedonistic”, “Price conscious”, “Impulsive” and “Confused by over choice consumer” (p.13)

- Mafini & Dhurup (2014) applied their scale in South Africa and found out seven styles as “Quality conscious”, “Brand conscious”, “Novelty seeking”, “Hedonistic”, “Confused by over-choice”, “Habitual”, “Brand loyal”, and “Fashion conscious” They declared that young consumers were highly confused by over-choice when compared to older people (p.679).
- Fan & Xiao (1998) conducted consumer style inventory for young people to explore the decision-making style of Chinese consumers (p.275). They found out five decision-making styles of Chinese students as “brand consciousness”, “time consciousness”, “quality consciousness”, “price consciousness” and “information utilization”.
- Walsh, Mitchell & Hemig Thureau (2001) conducted CSI to female and male adults in Germany and they confirmed the entire eight decision-making styles (p.73). Hafstrom et al. (1992) conducted CSI to Korean young people (p.146). They found out a new time-energy conserving style.
- Cannabal (2002) administered CSI to Indian consumers. Cannabal found at a new style as “dissatisfied” careless consumers (p.18). Cannabal thought that CSI is more suitable to cross- cultural studies.
- Kamaruddin & Mokhlis (2003) administered CSI to the Malaysian consumers (p.149). They thought that social class, gender, and some

demographic variables have relationship with consumer decision-making styles. They found out that, males were more brand conscious than female respondents in Malaysia.

- Durvasula et al. (1993) administered CSI and found out similar styles with the New Zealand study having some factor loading differences compared to Sproles and Kendall's study (p.64).
- Mitchell & Bates (1998) conducted CSI to university students in United Kingdom. They found out ten decision-making styles and the new ones were time energy conserving and store loyalty (p.199).
- Kavas & Yeşilada (2007) administered CSI in Izmir (Turkey) and found out seven factors and a new style as shopping avoider non-perfectionism consumer (p.73).
- Gönen & Özmete (2006) conducted CSI in Ankara (Turkey) and found out five different decision-making styles (p.26).

2.3 Young Adult Consumers as a Consumer Market

In global world, young adults are one of the most important and fastest growing market segments. In today's everyday life, young adults play an important role which arises as a rapidly growing and improving market. They are named as young adults, as Generation Y or as Millennials, widely considering people who are born in the years between 1980s to 2000s (Meier & Crocker, 2010, p.69) (Main, 2013). Hanzae & Aghasibeig (2008) in their article mentioned Generation Y (1974-1994) as millennium children (p.524). Those born between 1977- 1995 are referred as

Generation Y (Solomon, 2006, p.86). There is no exact year of birth for Generation Y. Various scholars focus more or less on the late teens, twenties and early thirties. According to Khermouch & Green (2001), young adults as Generation Y have been more brand conscious than their parents as baby boomers through living among highly technological advances with media saturation (Belch & Belch, 2004, p.13). “Hedonism, visibility, and open-mindedness have also been regarded as typical of the consumption of young people. The consumption styles of young people represent everything that theorists argue to be typical of today’s lifestyles and consumption (Wilska, 2003, p. 441). Moreover, Generation Y is considered to be more conspicuous than others. They do not easily accept marketing messages and persuasive strategies of the companies. Hence global brands such as Nike, Adidas or Pepsi are more aggressive when they want to launch new products for Generation Y (Solomon, 2006, p.88).

Since young adults are in the socialization period of their lives self-achievement, self-expression and social image formation are their main concern. Parental wealth, society and socially belonged groups, friends are highly effective in behaviors of these groups. Their consumptions are highly oriented around internet and technology products and services. In trying to satisfy young adults’ desire for product or service ownerships, social image formation and social status expressions is a determining factor. Clothing apparel is a means for social appreciation and positive self-esteem for these groups via their appearance.

Rounti (2007) cited Kaiser’s (1997) notion of values “general representations of the basic needs and goals individuals use to guide beliefs about and evaluations of products. Consequently, values guide one’s attitudes toward a product and the

importance of the product to the self. In addition we use products such as apparel to express and communicate our values to others”. Materialism seems to be one of the major values during the purchasing behavior of people such as young adults (p.9). However, “the consumption and lifestyles of young people have always been less characterized by the ‘traditional’ collection of material objects than in the case for older age groups” (Wilska 2003, p.441).

Young adults have different life styles which has some interrelations with the possessions. These possessions may be socially oriented symbolizing life styles to make themselves perceived as fashionable, attractive or rich etc. Stevenson (2002) also, deals with the example of Levis as; the association of the good with youth, sexuality, masculinity and fashion ability is tried to be achieved by means of young adult with a pair of Levi jeans (p.154). Young adults show a tendency to adopt any fashion rapidly than the elderly ones and when new models are launched in the marketplace many young people may wish to have these new models.

Concisely, young people are interested in the new styles, fashion or technologies. Symbolic meanings of clothing create an image and this image of individuals within the groups can be seen as the reflection of social life and social acceptance which in turn positively affects the individuals’ personal identity in society.

2.3.1 Cyprus and Young Adults who live in Northern Cyprus

Cyprus was a British rule colony between the years 1878-1960, and economy of the island was based on agriculture and mining. However, in 1960, with the independence of Cyprus, these industries declined and the government focused on textile, mechanical and engineering, tourism, construction and real estate industries (Cavendish, 2010, p.1514). Until the island was split into two parts in 1974, the trade

and economy of Cyprus performed very successful and profitable. After the division of the island, there was a population movement from Turkey to Northern Cyprus. Northern Cyprus has multinational structure from the past to recent days forming a mosaic of Turkish Cypriots, Maronites (Kormacit area), Greek Cypriots (Karpaz area), immigrants from Turkey, university students from all around the world, Russian and British people especially living in Kyrenia. Based on the PRIO report, Hatay (2007) explained 2006 population distribution of Cyprus as 19% of whole island's population being non-citizens (11% in North, 8% in South), 17% being TRNC citizens and 69% being Republic of Cyprus citizens (p.43). The report gave some information about the nature of citizenships in Northern Cyprus. 24% of TRNC citizens were born in Turkey or their parents born in Turkey (p.45). Southern Cyprus continues to treat Republic of Cyprus as a single state and they focused on construction and infrastructure investments and have performed well since the year 2004. 2004 is the year of European Union membership of the Republic of Cyprus and in 2008. Euro became the common currency in Southern Cyprus instead of the Cyprus pound (Cavendish, 2010, p.1514). The Southern Cyprus is known as Republic of Cyprus in international area; however, the Northern Cyprus is unknown and not recognized by the world in international area. In Northern Cyprus, till 1986, trade and business relations existed with other countries and some Northern Cyprus products were exported to other countries. Since the establishment of Turkish Republic of Northern Cyprus 15th November 1983, Northern Cyprus has started to face some economic and political isolations, problems and embargoes from international arena in areas like communication, international direct flights, and direct trade.

However, the Republic of Cyprus continues to grow being a European Union member and continues to export their products to European Union countries. There is no direct trade of Northern Cyprus to the world because of not being recognized by the world. Cavendish (2010) emphasized that 2007 GDP of Southern Cyprus as GDP per capita was \$ 27,000 where Northern Cyprus had \$ 11,700 in 2006 (p.1515). Mersin 10 Turkey prefix has to be used for the delivery and transportation addresses of Northern Cyprus. According to Cavendish (2010) after opening the borders between two sides helped the northern part in tourism, industry as for the benefit of the North Cypriots (p.1514). Likewise, South Cyprus also benefited from the situation with the shift of customers from the north, purchasing from its shopping malls and globally known retail stores.

Till 1974, many world brands from automobiles to supermarket products were available in Cyprus. According to an informal conversation, people could find out some Turkish brands like Paşabahçe, Altınmakas fabrics, and Turkish carpets etc. After 1974, some small businesses in Northern Cyprus made contract manufacturing for the world brands. Since 1983, contract manufacturing has been declined and nearly stopped in recent days because of political reasons of being in the unrecognized Turkish Republic of Northern Cyprus. In addition, some traditional brands like Suitex suits, Shevson pyjamas for textile and piece goods/ texture of English brands were very popular in Northern Cyprus. Özbil (2015) pointed out the explanations of Mustafa Öztürk in Havadis newspaper. People coming from Turkey liked to buy, and took textures and fabrics home during the forbidden entry years of English fabrics to Turkey.

According to informal conversations with baby boomers in Northern Cyprus, there were some brands produced and designed by the Turkish Cypriots in old times. These were Ayko shoes, Shevson pyjamas, Suitex suits, Stag and Alba shirts, Bel cola, Bixi cola, Super kola (orange juice), Bubble- up, Çıraklı chocolates, Nibbit/Tenten chips, Temiz detergent, Alpal socks, Magic shampoo, Othello ice-cream, Zeyko oils, Baf Chewing gum, Sanayi holding heaters and plastics etc. Most of these brands are not produced in recent days. Besides Turkish Cypriots, many Turks and other country citizens live on the north part of the island. They share a characteristic island culture. Within this mosaic, young residents of the island are quite interested in fashionable new styles and technological offerings despite the isolations that they have to bear.

Furthermore with the existence of 8 universities for higher education in Northern Cyprus educational level reaches to high levels up to 99% of the population being literate (Youth Policy in Cyprus, 2007) and hence it's also called as an Education Island. On the island, the most viewed TV channels are the Turkish television channels and these are highly affluent upon the behavioral patterns of young people and their families here especially on people who speak the Turkish language (Hatay, 2008, p.155). Lifestyles and appearances of celebrities and hype in these Turkish serials are followed closely by youngsters and their families in Northern Cyprus. The use of Internet here is a frequent means for "entertainment, friendship, communication, identity creation, intimacy and self-expression" (Social Networking, 2015).

Although internet usage is quite popular, because of transportation problems, restrictions and recurrent custom duties, online shopping from stores like Teknosa

and Bimex (technology), Trendyol (fashion) etc. through the net cannot be so popular. Their product deliveries to the island is time consuming and very costly. Except some international brands namely Mango, Terranova, Pepsi, Domino's Pizza and Gloria Jeans Coffee, it's almost impossible to obtain franchises or licenses for the products and services of many international brands in Northern Cyprus. There is abundance of foreign and Turkish products rather than local ones in the Northern Cyprus market. Also, the economic structure is based on education and tourism in Northern Cyprus.

According to TRNC State Planning Organization's report (2012), the minimum salary was 1,237 TL in 2010. The GNP Per Capita was 22,147 TL about 12,372 US \$ yearly in 2010. Also, exports of Northern Cyprus were 96,4 million US \$ and imports to Northern Cyprus were 1.604,2 million US \$ at 2010 year statistics. Noticeably, Northern Cyprus economy and business life is based heavily on the imports from other countries (TRNC State Planning Organization, 2012).

The minimum salary was 1,415 YTL in 2013 and increased to 1675 YTL in 2014-2015. The yearly GNP Per Capita was 29,217 TL about 10,781 US \$ in 2013. Exports of Northern Cyprus were 120,7 million US \$ and imports to Northern Cyprus were 1.689,4 million US \$ at 2013 year statistics. (TRNC State Planning Organization, 2015).

Furthermore, most of the products and brands were imported from Turkey reaching an amount of 1.137,4 million US \$ while some products and brands amounting to 466,8 million US \$ were from countries as United Kingdom, European Union

countries, Middle East and Far East countries and USA respectively in the year 2010. Further years statistics are shown in Table 1 (TRNC State Planning Organization).

Table 1. Foreign Trade by Countries in Northern Cyprus 2010-2013

Countries	2010 (Million US \$)		2011 (Million US \$)		2012 (Million US \$)		2013 (Million US \$)	
	Imp.	Exp.	Imp.	Exp.	Imp.	Exp.	Imp.	Exp.
1. Turkey	1.137,4	44,7	1.165,7	61,3	1.235,4	56,9	1.155,3	62,9
2. Other Countries	466,8	51,7	534,2	91,6	469,9	65,5	544,1	57,8
2.1. EU Countries	251,2	11,8	286,2	42,6	247,8	14,8	257,0	9,1
2.1.1. United Kingdom	74,7	4,8	73,4	4,2	72,4	3,5	76,7	4,2
2.1.2. Other EU Countries	176,5	7,0	212,8	38,4	175,4	11,3	180,3	4,9
2.2. Middle East Countries	69,0	31,1	83,5	36,9	78,6	39,8	86,2	38,5
2.3. Far East Countries	44,1	0,2	59,3	0,0	58,1	0,7	90,8	0,8
2.4. USA	11,7	0,1	13,4	0,3	12,7	0,1	11,5	0,1
2.5. Other Countries	90,8	8,5	91,8	11,8	72,7	10,1	98,6	9,3
Total	1.604,2	96,4	1.699,9	152,9	1.705,3	122,4	1.699,4	120,7

Source: (TRNC State Planning Organization)

In table 1, EU Countries are subcategorized as UK and other EU countries because UK has important close trade relations with Northern Cyprus arising from its historical colony years than the rest of the EU countries.

According to the TRNC State Planning Organization's reports, below table shows monthly Consumer Price Index Values for Clothing and Footwear consumptions for the years 2010, 2011, 2012, 2013 and 2014 as shown in Table 2.

Consumer Price Index measures the price changes of targeted consumers' consumption items regarding retailing goods and services in a time period. (TRNC Prime Ministry, State Planning Organization's Statistical and Research, 2008, p.1)

Table 2. 2010, 2011, 2012, 2013, 2014 Monthly Consumer Price Index Values for Clothing and Footwear

Months	Monthly Consumer Price Index Values				
	Clothing and Footwear Consumption				
	(2010)	(2011)	(2012)	(2013)	(2014)
January	105.93	109.94	103.06	118.34	123.34
February	97.03	94.05	100.15	101.69	118.37
March	98.45	98.14	102.41	104.43	123.52
April	109.93	112.84	119.51	124.42	134.81
May	114.15	114.48	123.20	128.86	136.88
June	115.29	116.94	125.63	132.18	140.26
July	108.23	113.31	118.85	132.11	138.67
August	102.83	101.53	107.07	116.49	124.93
September	102.28	99.91	102.39	113.64	126.01
October	115.33	115.12	120.57	124.56	141.49
November	122.04	119.45	127.91	133.54	141.70
December	122.58	122.42	128.67	134.71	141.32

Source: TRNC State Planning Organization, 2014

Table 2 shows monthly Consumer Price Index Values of clothing and footwear consumption for the years 2010 to 2014. Monthly percentage increases or decreases are the values announced by the government. Through these four years, clothing and footwear prices increased and came to the highest rate in 2014.

Chapter 3

METHODOLOGY

This chapter covers the main components of research methodology. It focuses on research methodology, research design, population and sample, data collection instruments, procedures, and data analyses.

3.1 Research Methodology

The quantitative methodology is used in this present study. It covers survey method as quantitative research methodologies. In this respect, “Quantitative research specifies numerical assignment to the phenomena under study whereas qualitative research produces narrative or textual descriptions of the phenomena under study” (Vanderstoep & Johnston, 2009, p.7).

As it has already been explained in Chapter 1, present study focuses on identifying decision-making styles, symbolic consumption, and materialism value of young adults in Northern Cyprus. It explores young consumers’ decision-making styles about clothing purchase. The study explores whether there was any relationship between the decision-making styles, the symbolic consumption and materialism values of young adults who live in Northern Cyprus with the style categorization.

3.2 Research Design

In this study, research design is descriptive study and Northern Cyprus has been selected as a case.

Moreover, the quantitative research as a survey method focused on to explore and confirm the types of consumer decision-making styles, materialism values with symbolic consumption and marketing communication tendencies. Upon the young adults, the quantitative research helped to analyze multi-variables with including meaningful related variables into categories and excluding the unimportant variables to create meaningful style categories. The use of numerical numbers and statistics helped categorizing the young adults' situation in Northern Cyprus.

Then, the four open-ended questions were coded and analyzed by the researcher to get deeper information to reveal the reasons to focus on branded products and to put more emphasis on shopping and buying process and branded fashion orientation.

3.3 Population and Sample

Research was conducted in November 2009 - June 2010 in different cities of Turkish Republic of Northern Cyprus. For quantitative research, population for the study was young adults aged 17-30 living in Northern Cyprus. According to the 2006 census, de-jure population of young adults in the country was 76258 and the number of the university students was 26922 excluding Northern Cyprus citizens. The total estimation of the young adult's population was 103210 in Northern Cyprus. (TRNC State Planning Organization, 2012)

Quota sampling as a non-probability method was preferred to select the sample within four big cities as geographical locations in Northern Cyprus. For sampling, the sampling frame is divided into one or more strata based on sex, region, grade and the like (Baker, 1999, p.157). Quota sampling is known as a non-probability sample, whereby the respondents were selected according to quotas based on gender, age,

working status or living location. The proportional quota sampling was used in this study. Respondents were randomly selected from each location according to their percentages within population. Respondents were selected from each city in North Cyprus. Data was collected via questionnaires on the streets, popular entertainment places and 6 universities in Northern Cyprus.

According to sample size calculator, the sample size was 597 according to 95% confidence level and (+-) 4% confidence interval. In present research, 750 questionnaires were distributed and 645 were returned. For a population of 100,000, the required sample size was 384 with 95% confidence level (Sekaran, 1992, p.253) (Altunışık, Coşkun, Bayraktaroğlu, Yıldırım, 2004, p.125).

3.4 Data Collection Instruments

Primary data was collected for quantitative research methodology.

3.4.1 Quantitative Data Collection

For quantitative research; survey research (personal interview) was used in this study. Survey is the most commonly research method in social sciences to collect primary data for describing and exploring situations (Babbie, 2001, p.37) (McQueen & Knussen, 2002, p.37). Babbie (1990) points out that survey research, through analysis leads to reach an “empirical verification” (p.44). Also, the cause and effect relationship situations can be generalized to the population, since measurements and evaluations provided the desired analysis for the study to test the hypothesis with the required confidence levels and significant degrees.

Mainly, close-ended questions were used in the study which respondents select the answers from the given options. Also, four open-ended questions were asked to

respondents to understand their attitudes more deeply. During the data entry, responses of these open-ended questions were categorized and formed as closed-ended format for further analysis.

Totally, 85 questions were asked to the respondents. The questionnaire consisted of five sections: demographic information; materialism scale; consumer decision-making style scale; marketing communication and status/ symbolic orientation questions; open ended influencer and clothing preference identifying questions.

First section had 11 questions about the demographic situation of respondents as gender, age, nationality, university, living location, income etc. Section 2 & 3 comprise from 5-point Likert scale questions.

In this study, 5-point Likert scale was used and implemented in order to collect data. In the scale, respondents were asked to state their level of agreement on each statement as (1=Strongly Disagree, 2=Disagree, 3=Uncertain, 4=Agree, 5=Strongly Agree). 5-point Likert scale intervals accepted and used in this study according to Balci's (2004) suggestions are ; 1.00-1.79 , Strongly Disagree ; 1.80-2.59, Disagree; 2.60- 3.39, Uncertain; 3.40-4.19, Agree; 4.20-5.00 Strongly Agree.

Second section had 18 items with the usage of 5-point Likert Scale for scale measurements of materialism (as 18 items) as three types of values were scaled as Richins and Dawson (1992) materialism scale 'defining success', 'acquisition centrality', 'pursuit of happiness'.

Third section had 40 items with the use of 5-point Likert scale for exploring consumer decision-makings. Sproles & Kendall's (1986) eight decision-making styles 40-items was used to explore decision-making styles of young adults in Northern Cyprus.

Fourth section included 12 close-ended marketing communications and status seeking oriented questions. Questions were related with the marketing communication tools as advertisements, or catalogues. Last but not least section 5 comprises 4 open-ended questions to find out the respondents' influencers about their clothing styles and understanding the underlying reasons to select the branded products. Moreover, open-ended questions were used in this study which aimed to provide the opportunity to participants to explain their ideas freely. Also, two questions were related to their most preferred three brands that they use and the most desirable or favorable brand that they want to buy. The categorization of these questions was tabulated by the researcher.

Moreover, the questionnaire was translated first from English to Turkish and then back to the English language. The questionnaire was conducted mainly in Turkish and partially in English at the same time in order to give non-Turkish speaking respondents an opportunity to respond to the questionnaire.

After the completion of questionnaire design, a pilot study was conducted with 50 people to provide necessary feedback about the questionnaire. Required changes were done with testing of the questions within the pilot study.

For quantitative research, respondents were selected from each city among the most crowded areas such as universities, cafes, restaurants and shopping areas. Thus questionnaires were distributed on street, famous entertainment places and 6 universities in Northern Cyprus. Personal interview as a survey research was used in this study, enabling face-to-face communication between researcher and respondents through personal interviews.

3.5 Data Analysis

Present study comprises quantitative research and data for the study that was collected quantitatively.

3.5.1 Quantitative Data Analysis

Quantitative data analysis includes descriptive statistics, factor analysis, cluster analysis, Pearson correlation and ANOVA tests in order to explore values and styles, to test hypothesis and to find out the relationship between variables. The Statistical Package for the Social Science (SPSS 11.0) software was used for analyzing the young adults' decision-making styles, exploratory factor analysis was used to identify factors statistically with the explaining the variance between the factors. "Factor analysis can be viewed as a data reduction technique since it reduces a large number of overlapping measured variables to a much smaller set of factors" (Green, Salkind, Akey, 2000, p.292).

For quantitative research data analysis the below analytical issues were done ;

- Descriptive Statistics were used to explain demographic structure, Likert scales and marketing communication questions.
- Kaiser-Meyer-Olkin (KMO) was used to measure of sampling adequacy as (KMO, 0.88 > 0.50) which KMO was higher than acceptable point of 0.50.

- Cronbach's Alpha was used to test the reliability of consumer decision-making styles scale, materialism value scale, symbolic consumption (prestige/status) and marketing communication orientations. The Cronbach's Alpha coefficients of individual statements were ranged from 0.83 to 0.49.
- Reliability for each factor was analyzed for multi-scale measurement. Factor analysis was used to confirm and explore the Consumer Decision-making Styles Scale, Materialism Value Scale, Symbolic Consumption (Prestige/Status) and Marketing Communication orientations to understand if there are some factors to be eliminated or to be grouped together. The reliability test values for factors' Cronbach Alphas ranged from 0.87 to 0.55.
- A pilot study was conducted with 50 people to provide validity.
- Pearson Correlation was used to determine the relationships between and among each of the Materialism Scale and Consumer Decision-making Styles, Marketing Communication and Prestige Status Style (symbolic Consumption). Pearson correlation with 0.01 significant levels was used to analyze the relations among each factor.
- K- Means Cluster analysis was used to create clusters (subgroups) according to different variables to understand the level of Materialism Scale and Consumer Decision-making Styles, Marketing Communication and Prestige Status Style (symbolic Consumption). From the current study three clusters are isolated as; (31%) 201 people were in cluster 1, (32%) 209 people were in cluster 2 and (37%) 235 people were in cluster 3.
- One-Way ANOVA analysis was used to test hypotheses and analyze each factor individually. According to ANOVA test, sig. level $p = 0.000 < 0.05$ and H_1 , H_2 , H_3 , H_4 and H_5 were accepted.

3.6 Research Procedures

As it has already been mentioned in this study, quantitative research through survey method with statistical analysis was conducted.

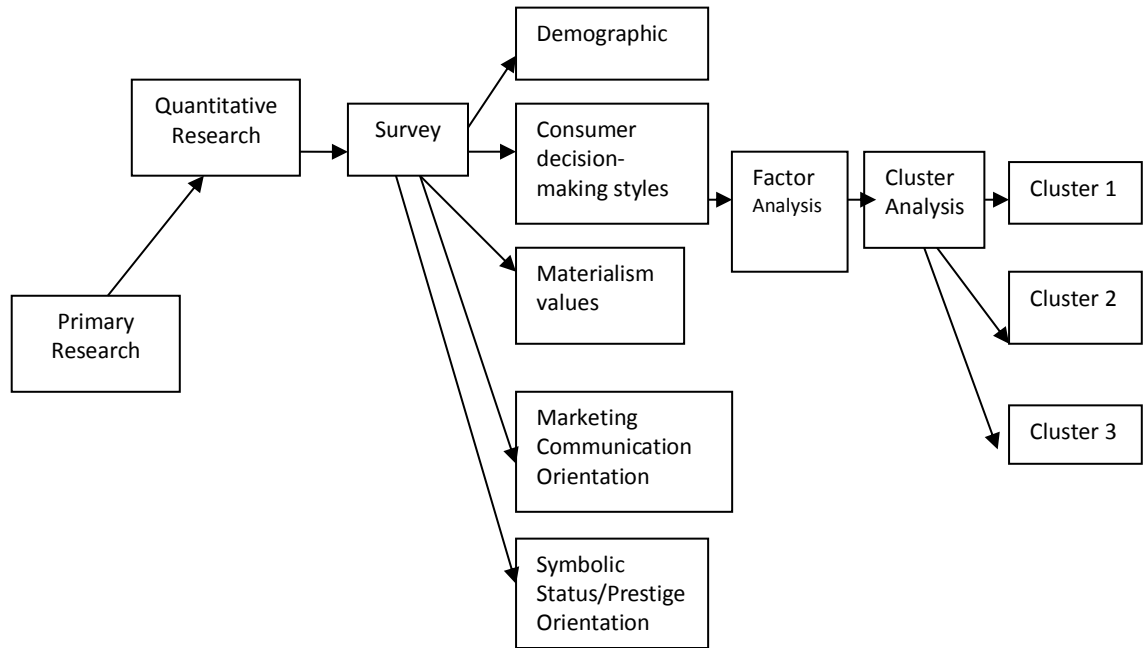


Figure 12. Research Model of the Study

As a research procedure, research model starts with primary research. Primary research was conducted with quantitative research. As shown in Figure 13, in the research model of the study, quantitative research was conducted as a survey for young adults who live in Northern Cyprus. Survey covered five parts as demographic situation, consumer decision-making styles, materialism values, marketing communication and symbolic (status/prestige) orientation. Factor analysis and cluster analysis were used for multi variables from each subject to categorize the homogeneous structure for the quantitative data. Three clusters as market segments are discovered from the quantitative research of the study.

Chapter 4

ANALYSIS OF FINDINGS

This chapter comprises analysis of quantitative data. Quantitative data analysis covers the descriptive statistical analysis (analysis of demographic questions, 5-point Likert Scale questions), factor analysis, cluster analysis, Pearson correlation and analysis of open-ended questions. Following this, in findings section, outcomes of quantitative data analysis have been explicated.

4.1 Quantitative Data Analysis

As mentioned above, quantitative analysis includes the following sections: Descriptive statistical analysis, factor analysis, Pearson correlation, cluster analysis, and analysis of open-ended questions.

4.1.1 Descriptive Statistics Analysis

Descriptive statistical analysis covers 4.1.1.1 descriptive analysis of demographic information and 4.1.1.2 descriptive analysis of questions on materialism, decision-making styles, symbolic consumption and marketing communication designed according to 5-point Likert Scale.

4.1.1.1 Descriptive Analysis of Demographic Questions

As it has been mentioned in Chapter 3, the sample consisted of 750 young adults who live in Northern Cyprus. 105 of the participants did not fill the questionnaire completely. These were eliminated and the sample size became 645.

Table 3. Gender of Participants

	Frequency	Percent
Male	280	43.4
Female	365	56.6
Total	645	100.0

According to the analysis, 43.4% (N=280) of the sample was male and 56.6% (N=365) of the sample was female young adults as shown in Table 3. The age distribution of the respondents were 10.7% (N=69) between 17-19, 37.5% (N=242) between 20-22, 33.8 % (N=218) between 23-25, 12.9% (N=83) between 26-28 and 5.1% (N=33) between 29-30 as shown in table 4.

Table 4. Age of Participants

	Frequency	Percent
17-19	69	10.7
20-22	242	37.5
23-25	218	33.8
26-28	83	12.9
29-<31	33	5.1
Total	645	100.0

Table 5. Income Levels of Participants

	Frequency	Percent
<=1500	137	21.2
1501-2500	407	63.1
2501-3500	29	4.5
3501-4500	23	3.6
>=4501	10	1.6
Total	606	94.0
Missing	39	6.0
Total	645	100.0

Also, 21.2% (N=137) of the participants' income level were equal or below 1500TL (which 1500TL is the basic gross salary in TRNC), 63.1% (N=407) of respondents'

income level were between 1501TL and 2500TL and the remaining participants were relatively evenly distributed across 2501-3500TL (4.5%) (N=29), 3501-4500TL (3.6%) (N= 23) and above or equal 4501 (1.6%) (N=10) as shown in table 5. 6% (N= 39) of them did not answer this question.

Table 6. Marital Status of Participants

	Frequency	Percent
single	397	61.6
married	248	38.4
Total	645	100.0

61.6% (N=397) of participants were single and 38.4% (N=248) of them were married as shown in table 6.

Table 7. Nationality of Participants

	Frequency	Percent
TRNC	281	43.6
TR	314	48.7
Foreign	50	7.8
Total	645	100.0

According to the table 7, 43.6% (N=281) of participants had TRNC nationality, 48.7% (N=314) of them had Turkish nationality and 7.8% (N=50) had foreign nationality.

Table 8. Location of Participants in Northern Cyprus

	Frequency	Percent
Famagusta	201	31.2
Nicosia	270	41.9
Kyrenia	79	12.2
Lefke/Morphou	53	8.2
Total	603	93.5
Missing	42	6.5
Total	645	100,0

According to the table 8, 31.2% (N=201) of participants have lived in Famagusta, 41.9% (N=270) in Nicosia, 12.2% (N=79) in Kyrenia, 8.2% (N=53) in Lefke and Morphou. Also, 6.5% (N=42) did not declare where their place of residence was in Northern Cyprus.

Table 9. Occupation of Participants in Northern Cyprus

	Frequency	Percent
student	423	65.6
self-employed	29	4.5
state employee	68	10.5
private sector emp.	115	17.8
other	10	1.6
Total	645	100,0

According to the table 9, 65.6% (N=423) of them were students, 17.8% (N=115) were private sector employees, 10.5% (N=68) were state employees, 4.5% (N=42) were self-employed and the rest of them chose the other option. The above descriptive data analysis helped to understand the situation of participants and respondents regarding the descriptive statistics.

Table 10. Main Channel that Participants Receive Clothing Information

	Frequency	Percent
Television	102	15.8
Internet	92	14.3
Magazine	139	21.6
Newspaper	9	1.4
Catalog	114	17.7
WOM	92	14.3
Other	56	8.7
Windows Shop.	32	5.0
All of them	9	1.4
Total	645	100.0

Above table was about the main channel of the participants' to receive clothing information. The question was "Which one is your main channel to receive clothing information?" (See table 10) Among these responses the most frequent ones were; 21.6% (N=139) magazine, 17.7% (N=114) catalog, 15.8% (N=102) TV, 14.3% (N=92) word of mouth communication (WOM), 14.3% (N=92) Internet, 5% (N=32) windows shopping, the remaining 8.7% (N=56) have written down more than one answer as shown in Table 10. This question aimed to find out the main channel that participants receive clothing information. It can be easily seen that, magazine, catalog, TV, Internet and WOM were playing an important role for participants' to receive information about clothing.

4.1.1.2 Descriptive Statistics of Materialism, Decision-making styles, Symbolic Consumption and Marketing Communication 5-point Likert Scale Questions

This section focused on learning general attitudes of each statement on materialism, decision-making styles, symbolic consumption and marketing communication 5-point Likert Scale Questions. The descriptive statistics displayed a heterogeneous distribution of the general attitudes prior to the use of factor analysis and cluster analysis. A more meaningful categorization of homogeneous multi variables were elaborated in cluster analysis. As shown in table 11, 18 statements were covered by Richins & Dawson's (1992) materialism values such as happiness, centrality and success. The statements from 19 to 58 as item numbers were Sproles & Kendall's (1986) consumer decision-making styles as shown in Table 12. Last 11 items (the statements from 59 to 69) were related with symbolic consumption and marketing communication statements as shown in Table 13.

As mentioned in chapter 3, current study focused on materialism scale, consumer decision-making scale, status oriented symbolic consumption and marketing communication questions. The nature of the study brought multi variables in one study. Table 11 explained descriptive statistical analysis of materialism values with means and attitudes. Table 12 explained descriptive statistical analysis of consumer decision-making styles with means and attitudes. Table 13 explored descriptive statistical analysis of marketing communication and symbolic consumption with means and attitudes. Attitude analysis was based on Balçı's (2004) suggestion which was explained in Chapter 3 (1.00-1.79, Strongly Disagree; 1.80-2.59, Disagree; 2.60-3.39, Uncertain; 3.40-4.19, Agree; 4.20-5.00, Strongly Agree).

Table 11. Descriptive Statistics of Materialism Values, 5-point Likert Scale questions

Items – Materialism Scale	Mean	Attitude
1. Individuals having expensive homes, cars or clothes are admirable for me.	3.60	A
2. Acquisition of material possessions is one of the crucial achievements of life.	3.09	U
3. I don't consider material possessions of people as an indicator of success.	3.61	A
4. My possessions reveal my performance in life.	2.32	D
5. Affecting others with my owning is something that I like.	3.02	U
6. I don't care about material possessions of others.	3.80	A
7. In general, I purchase what I need.	3.74	A
8. Regarding possessions I strive to have a simple life.	3.10	U
9. My material possessions are not that important for me.	3.69	A
10. I like purchasing impractical things.	3.59	A
11. I enjoy buying things a lot.	1.98	D
12. Luxury in life is what I like.	3.16	U
13. Material things are less important for me than it is for many individuals around me.	3.38	U
14. I already have everything to enjoy life.	2.45	D
15. I could have a better life if I had some new things that I don't have now.	3.02	U
16. Owning better things wouldn't make me happy.	3.08	U
17. Affording to buy more could make me happier.	3.06	U
18. Not affording to buy all I want, sometimes annoys me.	3.10	U

Table 12. Descriptive Statistics of Consumer decision-making Styles, 5-point Likert Scale questions

Items – Consumer Decision-making styles	Mean	Attitude
19. I try to get very good quality in my purchases.	2.86	U
20. Trying to get perfect choice is my way of shopping.	2.70	D
21. In general my effort in general is for purchasing best quality products.	2.57	D
22. I place extraordinary emphasis for getting best quality goods.	3.13	U
23. I don't put much emphasis or effort on my purchases.	3.49	A
24. My expectations from products that I purchased are high.	2.98	U
25. I purchase the first satisfactory brand or item quickly while shopping.	3.00	U
26. Getting perfect item is not an essential criterion for me in my purchases.	2.54	D
27. My favorite products are well-known branded ones.	3.14	U
28. I prefer to buy expensive and branded products.	3.47	A
29. I think, expensive products have better quality.	3.32	U
30. I think best products are only available at good department stores and exclusive stores.	3.16	U
31. Best-selling brands and products are my choices of purchasing.	3.36	U
32. In general frequently advertised products are good choices.	3.30	U
33. Generally I have a couple of latest style clothes in my wardrobe.	2.81	U
34. According to changes in fashion I update my clothes.	3.25	U
35. My priority is fashionable, trendy and eye-catching styles.	2.98	U
36. By choosing different brands from various stores I try to achieve variety.	2.52	U
37. Purchasing a new product is exciting and entertaining for me.	4.04	A
38. For me shopping is not enjoyable.	2.70	U
39. A very pleasant activity of my life is shopping.	2.45	D
40. I think going to stores for shopping is a time consuming task.	3.35	U
41. Shopping activity is enjoyable and full of fun.	3.27	U
43. I buy as much as possible at sale periods.	2.52	D
44. Low priced products are usually my choices.	3.16	U
45. I try to achieve the best value for money.	2.23	D
46. I need to be more careful while shopping.	2.74	U
47. I make impulsive purchases.	2.64	U
48. I regret for my careless purchase decisions.	3.56	A
49. I spend time to achieve the best buying results.	2.50	D
50. I monitor my spending and purchasing carefully.	2.20	D
51. Too many brands to choose among cause confusion in my mind.	2.81	U
52. Determining which store to shop is sometimes hard.	2.97	U
53. Having a lot of information about products makes it harder to identify the best choice.	2.57	D
54. Variety of information from various products is confusing for me.	2.92	U
55. I purchase my favorite brands repeatedly.	2.25	D
56. I adhere to a brand or product that I like.	2.57	D
57. Certain shops are my routine address for shopping in general.	2.89	U
58. I regularly alter my brand choices.	2.74	U

Table 13. Descriptive Statistics of Symbolic Consumption and Marketing Communication, 5-point Likert Scale questions

Items – Consumer Decision-making styles	Mean	Attitude
59. I prefer wearing well-known branded clothes which bring prestige.	3.25	U
60. I prefer wearing well-known branded clothes which bring social status.	3.40	A
61. Status representing clothes are my choice.	3.35	U
62. I prefer to wear clothes because of functional benefits.	2.72	U
63. I like to buy advertised cloth brands.	3.28	U
64. I purchase more items of brands that are worn by celebrities.	3.59	A
65. I notice clothes and brands in movies, serials on TV.	2.51	D
66. I notice clothes and brands in magazines.	2.65	U
67. I put notice clothes and brands on social media.	2.87	U
68. I notice clothes and brands in catalogs.	2.45	D
69. I prefer to buy brands that have social responsibility actions.	2.25	U

According to the analysis, three attitudes were used as agree, uncertain and disagree. There were not any strongly agree or strongly disagree response options with the statements as attitude. In this section, materialism scale, consumer decision-making scale, status oriented symbolic consumption and marketing communication questions were analyzed one by one related with each subject.

Materialism According to Richins & Dawson’s (1992) materialism scale, 18 statements were analyzed. There were 6 statements with agree attitude, 9 statements with uncertain attitude and 3 statements with disagree attitude.

Participants agreed on the below 6 statements with 5-point Likert scale percentages;

- Individuals having expensive homes, cars or clothes are admirable for me (6% (N=40) SD, 16% (N=104) D, 15% (N=94) U, 37% (N=241) A, 26% (N=166) SA).
- I don’t consider material possessions of people as an indicator of success (9% (N=56) SD, 16% (N=106) D, 12% (N=78) U, 31% (N=199) A, 32% (N=206) SA).

- I don't care about material possessions of others (6% (N=37) SD, 13% (N=82) D, 10% (N=65) U, 39% (N=249) A, 33% (N=212) SA).
- In general I purchase what I need (8% (N=49) SD, 17% (N=108) D, 6% (N=38) U, 34% (N=216) A, 36% (N=234) SA).
- My material possessions are not that important for me (7% (N=47) SD, 15% (N=98) D, 8% (N=54) U, 39% (N=253) A, 30% (N=193) SA).
- I like purchasing impractical things (5% (N=34) SD, 14% (N=87) D, 23% (N=146) U, 35% (N=224) A, 24% (N=154) SA).

Participants were uncertain on the below 9 statements;

- Acquisition of material possessions is one of the crucial achievements of life (13% (N=81) SD, 31% (N=202) D, 9% (N=55) U, 30% (N=192) A, 18% (N=115) SA).
- Affecting others with my ownings is something that I like (14% (N=87) SD, 30% (N=194) D, 14% (N=87) U, 27% (N=172) A, 16% (N=105) SA).
- Regarding possessions I strive to have a simple life (10% (N=65) SD, 23% (N=151) D, 24% (N=157) U, 30% (N=194) A, 12% (N=78) SA).
- Luxury in life is what I like (13% (N=83) SD, 24% (N=153) D, 14% (N=91) U, 33% (N=214) A, 16% (N=104) SA).
- Material things are less important for me than it is for many individuals around me (13% (N=82) SD, 15% (N=98) D, 17% (N=112) U, 31% (N=200) A, 24% (N=153) SA).
- I could have a better life if I had some new things that I don't have now (15% (N=99) SD, 25% (N=162) D, 20% (N=129) U, 21% (N=136) A, 18% (N=119) SA).

- Owning better things wouldn't make me happy (11% (N=69) SD, 25% (N=159) D, 26% (N=166) U, 24% (N=153) A, 15% (N=98) SA).
- Affording to buy more could make me happier (13% (N=86) SD, 26% (N=168) D, 16% (N=106) U, 29% (N=188) A, 15% (N=97) SA).
- Not affording to buy all I want, sometimes annoys me (16% (N=101) SD, 23% (N=149) D, 14% (N=90) U, 30% (N=194) A, 17% (N=111) SA).

Participants disagreed on the below 3 statements;

- My possessions reveal my performance in life (28% (N=182) SD, 39% (N=253) D, 10% (N=63) U, 18% (N=116) A, 5% (N=31) SA).
- I enjoy buying things a lot (39% (N=254) SD, 40% (N=256) D, 8% (N=51) U, 9% (N=60) A, 4% (N=24) SA).
- I already have everything to enjoy life (21% (N=135) SD, 40% (N=256) D, 18% (N=115) U, 17% (N=110) A, 5% (N=29) SA).

Consumer-decision Second part of the scales comprised of Sproles and Kendalls's (1986) consumer decision-making scale. 40 statements were analyzed. There were 4 statements with agree attitude, 25 statements with uncertain attitude and 11 statements with disagree attitude.

Participants agreed on the below 4 statements according to the 5-point Likert scale percentages;

- I don't put much emphasis or effort on my purchases (10% (N=62) SD, 19% (N=121) D, 9% (N=60) U, 37% (N=241) A, 25% (N=161) SA).
- I prefer to buy the expensive branded products (7% (N=48) SD, 17% (N=110) D, 15% (N=96) U, 42% (N=273) A, 18% (N=118) SA).
- To purchase a new product is exciting and entertaining for me (39% (N=249) SD, 42% (N=273) D, 7% (N=47) U, 8% (N=51) A, 4% (N=25) SA).

- I later regret for my careless purchase decisions (9% (N=56) SD, 14% (N=89) D, 13% (N=86) U, 41% (N=267) A, 23% (N=147) SA).

Participants were uncertain on the below 25 statements;

- I pay attention to get very good quality (17% (N=111) SD, 35% (N=223) D, 8% (N=54) U, 25% (N=159) A, 15% (N=98) SA).
- I make extraordinary emphasis for getting the best quality goods (14% (N=87) SD, 25% (N=160) D, 13% (N=85) U, 32% (N=205) A, 17% (N=108) SA).
- I have high expectations for products that I buy (13% (N=85) SD, 30% (N=192) D, 15% (N=98) U, 30% (N=194) A, 12% (N=76) SA).
- I purchase the first satisfactory brand or item quickly while shopping (15% (N=94) SD, 29% (N=186) D, 12% (N=79) U, 31% (N=202) A, 13% (N=84) SA).
- My favorite branded products are well-known brands (9% (N=55) SD, 31% (N=199) D, 16% (N=105) U, 27% (N=173) A, 18% (N=113) SA).
- I think, expensive products have better quality (11% (N=69) SD, 21% (N=136) D, 15% (N=99) U, 32% (N=205) A, 21% (N=136) SA).
- Best products are available at good department stores and exclusive stores (12% (N=79) SD, 25% (N=159) D, 15% (N=97) U, 31% (N=202) A, 17% (N=108) SA).
- My purchasing choices are towards best-selling brands and products (8% (N=50) SD, 22% (N=141) D, 14% (N=93) U, 39% (N=250) A, 17% (N=111) SA).
- In general, the good choices of products have many advertisements (7% (N=48) SD, 23% (N=148) D, 18% (N=119) U, 34% (N=220) A, 17% (N=110) SA).

- A couple dresses/suits of the latest style are in my possessions (12% (N=75) SD, 38% (N=242) D, 14% (N=90) U, 23% (N=151) A, 14% (N=87) SA).
- I update my clothes in accordance with fashion changes and innovations (11% (N=72) SD, 26% (N=165) D, 12% (N=79) U, 29% (N=185) A, 22% (N=144) SA).
- My importance is fashionable, trendy and eye-catching styles (13% (8 N=6) SD, 33% (N=210) D, 14% (N=88) U, 24% (N=154) A, 17% (N=107) SA).
- By choosing different brands from various stores I try to achieve variety (22% (N=140) SD, 41% (N=262) D, 11% (N=70) U, 18% (N=114) A, 9% (N=59) SA).
- For me shopping is not enjoyable (21% (N=136) SD, 33% (N=215) D, 12% (N=79) U, 21% (N=137) A, 12% (N=78) SA).
- I think going to store for shopping is time consuming task (13% (N=81) SD, 16% (N=103) D, 17% (N=111) U, 33% (N=212) A, 21% (N=138) SA).
- Shopping activity is enjoyable and full of fun (11% (N=68) SD, 21% (N=135) D, 15% (N=98) U, 38% (N=242) A, 16% (N=102) SA).
- I prefer to complete my shopping in a short period of time (11% (68) SD, 28% (N=182) D, 14% (N=87) U, 30% (N=190) A, 18% (N=118) SA).
- In general, I prefer to buy low-priced products (10% (N=61) SD, 22% (N=142) D, 22% (N=141) U, 36% (N=232) A, 11% (N=69) SA).
- I have to be more careful with my money activity than the way I do (19% (N=121) SD, 27% (N=173) D, 23% (N=149) U, 25% (N=159) A, 7% (N=43) SA).
- Impulsive purchases are my type during the consumption (21% (135) SD, 34% (N=221) D, 14% (N=93) U, 21% (N=132) A, 10% (N=64) SA).

- Too many brands to choose among alternatives cause confusion in my mind (18% (N=117) SD, 30% (N=196) D, 16% (N=101) U, 24% (N=157) A, 12% (N=74) SA).
- Occasionally store selection for shopping is not easy for me (16% (N=102) SD, 29% (N=185) D, 12% (N=79) U, 29% (N=189) A, 14% (N=90) SA).
- Variety of information from various products are confusing for me (13% (N=84) SD, 29% (N=187) D, 20% (N=127) U, 30% (N=191) A, 9% (N=56) SA).
- Some shops are my address for shopping in general (14% (93) SD, 32% (206) D, 15% (N=94) U, 29% (N=186) A, 10% (N=66) SA).
- I regularly shift between brands (15% (N=96) SD, 35% (N=223) D, 19% (N=122) U, 25% (N=162) A, 7% (N=42) SA).

Participants disagreed on the 11 statements given below;

- Trying to choose the perfect is my way in purchasing process (20% (N=130) SD, 37% (N=239) D, 9% (N=56) U, 21% (N=132) A, 14% (N=88) SA).
- My effort in general is to purchase best quality products (22% (N=144) SD, 40% (N=256) D, 9% (N=59) U, 17% (N=108) A, 12% (N=78) SA).
- Being perfect is not a crucial criteria for me regarding products (22% (N=142) SD, 38% (N=245) D, 12% (N=79) U, 20% (N=128) A, 8% (N=51) SA).
- A very pleasant activity of my life is shopping (25% (N=164) SD, 38% (N=246) D, 12% (N=74) U, 16% (N=101) A, 9% (N=60) SA).
- I like to buy many things at discount prices (22% (N=140) SD, 36% (N=231) D, 16% (N=101) U, 22% (N=140) A, 5% (N=33) SA).

- Getting the best value for money is my concern (31% (N=197) SD, 40% (N=259) D, 12% (N=76) U, 10% (N=67) A, 7% (N=46) SA).
- To achieve the best buying behaviors, I spend time (22% (N=142) SD, 38% (N=244) D, 15% (N=99) U, 19% (N=120) A, 6% (N=40) SA).
- I monitor my spending and purchasing carefully (31% (N=202) SD, 41% (N=264) D, 10% (N=65) U, 12% (N=77) A, 6% (N=37) SA).
- Learning more about products makes it harder to identify the best choice (21% (N=137) SD, 37% (N=237) D, 13% (N=81) U, 22% (N=144) A, 7% (N=46) SA).
- I repeatedly purchase my favorite brands (32% (N=204) SD, 40% (N=255) D, 8% (N=50) U, 14% (N=91) A, 7% (N=45) SA).
- I adhere a brand or product that I like (24% (N=152) SD, 34% (N=220) D, 13% (N=86) U, 18% (N=117) A, 11% (N=70) SA).

Symbolic The third part was related to prestige and status considering symbolic consumption. There were 4 statements. One statement was agreed attitude, and 3 statements were uncertain attitude.

Participants agreed on the below statement;

- I prefer wearing well-known branded clothes which brings social status (10% (N=65) SD, 21% (N=134) D, 15% (N=94) U, 28% (N=183) A, 26% (N=169) SA).

Participants were uncertain about three statements;

- I prefer wearing well-known branded clothes which brings prestige (12% (N=77) SD, 23% (N=150) D, 16% (N=105) U, 25% (N=162) A, 23% (N=151) SA).

- Status representing clothes are my choice (9% (N=59) SD, 22% (N=140) D, 17% (N=110) U, 30% (N=190) A, 23% (N=146) SA).
- I prefer to wear clothes because of functional benefits (13% (N=86) SD, 37% (N=236) D, 23% (N=147) U, 19% (N=124) A, 8% (N=52) SA).

Marketing communication The last part was related to marketing communication statements. There were seven statements, one of them was agree attitude, four of them were uncertain attitude and two of them were disagree attitude.

Participants agreed on the below statement;

- I purchase more items of brands that are worn by celebrities (7% (N=47) SD, 18% (N=115) D, 10% (N=67) U, 38% (N=243) A, 27% (N=173) SA).

Participants were uncertain about four statements;

- I put attention on clothes and brands in magazines (19% (N=123) SD, 41% (N=266) D, 8% (N=53) U, 19% (N=122) A, 11% (N=68) SA).
- I put attention on clothes and brands on social media (15% (N=94) SD, 35% (N=224) D, 13% (N=84) U, 25% (N=158) A, 13% (N=85) SA).
- I prefer to buy brands that have social responsibility actions (13% (N=86) SD, 37% (N=236) D, 23% (N=147) U, 19% (N=124) A, 8% (N=52) SA)
- I like advertised clothes brands to buy (12% (N=77) SD, 23% (N=150) D, 16% (N=105) U, 25% (N=162) A, 23% (N=151) SA).

Participants disagreed on two statements;

- I notice clothes and brands in movies and on TV (22% (N=144) SD, 42% (N=271) D, 9% (N=57) U, 16% (N=105) A, 11% (N=68) SA).
- I notice clothes and brands on catalogs (21% (N=132) SD, 47% (N=306) D, 9% (N=58) U, 13% (N=81) A, 11% (N=68) SA)

This section displayed the descriptive statistics for the general attitudes of the respondents to the questionnaire questions. There was a heterogeneous distribution of the general attitudes. This was not considered meaningful and further studies were carried out to reach a conclusion with factor analysis and cluster analysis. Also, cluster analysis helped to get a meaningful categorization of homogeneous multi variables.

4.1.1.3 Open-ended (essay) Questions Analysis

In this part, 4 open-ended (essay) questions were asked to the respondents and they answered the questions according to themselves. The table was prepared according to respondents' writing the order of their preferences. Each respondent's answers were firstly written from 1 to 645, then each of them were categorized by a researcher. Researcher coded the answers by the minimizing the number of items to reach statistically meaningful results. According to the written sentences of the participants, the researcher categorized each question and item separately.

First question was "Who do you think influences your clothing style? (peers, family, magazines ads, TV ads, celebrities etc.)" and according to the answers of participants, the answers were counted and coded into the SPSS program. The participants gave more than one answer and the researcher used and coded only the first written influencer because the remaining percentage was very low. According to the answers of the respondents, the coded items included friends, family, myself, environment, spirit, media TV & Magazine, fashion products, shop & windows, celebrities, advertisement and catalog and internet. Moreover, second question was "What are the underlying reasons people purchase and wear designer brands?" According to the answers of the respondents, the researcher defined these words that

carry social perceptions related to status derived as; social status, catch attention, like/love, few people wear, quality, fashion/brand loyalty, prevent social exclusion, prestige and show off, affectation, guarantee and self-confidence. Also, researcher coded this question again to get more meaningful data as quality, fashion/brand loyalty, symbolic and other at the cluster analysis section. The third question was “Is it important for you to wear branded clothes? If yes Why?” This question was coded as yes and no answers and the majority of the people did not write any reasons. Lastly, the fourth question was “Why do you think many people are involved with the brand names? “As mentioned earlier, participants’ answers were categorized and coded as social status, prestige, affectation, show off, quality, material indicator, popularity, catch attention, ego satisfaction, pleasure, brand loyalty, and ads & media. Also, researcher has recoded this question at the cluster analysis section to get more meaningful percentages as quality, brand loyalty, ads & media and symbolic.

The first essay question in the survey was “Who do you think influences your clothing style?” 41 respondents did not write anything for that question. As shown in table 16, 28.4% (N=183) of the respondents wrote the main influencer were their friends. According to answers of respondents the first question “the first influencer coming to their minds”, 26.7% (N=172) of them indicated that they created their styles according to themselves. “Myself” covered their likes, experiences and life styles making contribution to their choices. The third important influencer were the advertisements with 10.7% (N=69) that covered mainly magazine and partially television advertisements.

Table 14. Who do you think influences your clothing style?

	Frequency	Percent
Friends	183	28.4
Family	53	8.2
Myself	172	26.7
Environment	39	6.0
Media, TV& Magazine	46	7.1
Celebrities	24	3.7
Advertisements	69	10.7
Other	18	2.8
Total	604	93.6
Missing	41	6.4
Total	645	100.0

Advertisements were seen as one of the major tools in marketing communication. 8.8% (N=53) of respondents indicated that family was the main influencer such as sister, mother, husband or wife. 7.1% (N=146) of them stated media as television, magazine, television series and programs. 6% (N=39) of them wrote the environment affecting them in general. Lastly, celebrities and their lives was another influencer on the clothing decision. The other items scored very low and were not statistically meaningful.

Table 15. What are the underlying reasons people purchase and wear designer brands?

	Frequency	Percent
Social status	41	6.4
Catch attention	36	5.6
Like, love	33	5.1
Few people wear	3	0.5
Quality	245	38
Fashion, brand loyalty	63	9.8
Prevent social exclusion	4	0.6
Prestige	29	4.5
Show off	87	13.5
Affection	53	8.2
Guarantee	12	1.9
Total	606	94
Missing	39	6
Total	645	100.0

The second essay question was “what are the underlying reasons people purchase and wear designer brands?” as shown in table 15, 6% (N=39) of the respondents did not write anything for that question. According to respondents’ answers, for the first level of the underlying reason, the respondents gave the above answers. 38% (N=245) of the respondents mentioned about quality as the reason. 13.5% (N=87) of them thought because of show off, 9.8% (N=63) of them wrote fashion and brand loyalty, 8.2% (N=53) wrote affectation, 6.4% (N=41) wrote social status, 6% (N=36) of them mentioned for catching attention. Lastly, 5.1% (N=33) of them indicated like and love and 4.5% (N=29) as prestige.

Table 16. Is it important for you to wear branded clothes?

	Frequency	Percent
Yes	305	47.3
No	300	46.5
Total	605	93.8
Missing	40	6.2
Total	645	100.0

The third essay question was “Is it important for you to wear branded clothes?” 40 out of 645, 6.2% of the respondents did not mention anything for this question. In table 16, according to respondents’ answers, 46.5% (N=300) of them indicated no, they did not give importance to branded clothes. 47.3% (N=305) of them wrote yes, 47.3% of the respondents were paying attention to wear branded clothes.

The last one of the essay questions was “why do you think many people are involved with the brand names?” 6.2%, as 40 respondents did not give answer to this question. According to respondents’ answers, 24% (N=155) of the respondents wrote because of show off, 15.3% (N=99) of them wrote quality, 12.7% (N=82) of them wrote

social status, 10.2% (N=66) of them wrote affectation, 8.7% (N=56) of them answered as prestige, 7.6% (N=49) of them wrote catching attention.

Table 17. Why do you think many people are involved into the brand names?

	Frequency	Percent
Social status	82	12.7
Prestige	56	8.7
Affectation	66	10.2
Show off	155	24.0
Quality	99	4.5
Material indicator	29	4.5
Popularity	16	2.5
Catch attention	49	7.6
Ego satisfaction	6	0.9
Pleasure	2	0.3
Brand loyalty	26	4.0
Ads & Media	19	2.9
Total	605	93.8
Missing	40	6.2
Total	645	100.0

Also, Low percentages were material indicator as 4.5% (N=29), brand loyalty as 4% (N=26), popularity as 2.5% (N=16) and advertisements and media as 2.9% (N=19) as shown in Table 17.

4.1.1.3.1 Interpretation of the Results of Open-ended Questions

According to the answers of the respondents for the first question “Who do you think influences your clothing style?” it is found that friends, respondents’ “themselves” and advertisements play an important role on their decisions. Almost 70% of the respondents thought that these influencers affect their decisions on clothing consumption. Second question was “What are your underlying reasons to purchase and wear designer brands?” and respondents mentioned that quality is one of the most important underlying reasons for their designer brand selections. The other reasons covered the symbolic consumption tendencies such as show off, brand

loyalty, affectation, social status, catching attention and prestige. The third question was “Is it important for you to wear branded clothes? If yes Why?” Nearly half of the respondents thought that it was important and half of them thought that it was not important to wear branded clothes. Lastly, the fourth question was “Why do you think many people are involved with the brand names?” In the second question, the respondents considered quality as the major reason to wear and purchase branded clothing. However, when they considered other people purchasing branded products, their answers covered symbolic consumption tendencies. It can easily be seen that, respondents thought differently if they mentioned themselves, and they thought biased and differently for other people’s selections. The further analysis for these questions is interpreted in the cluster analysis section.

4.1.2 Factor Analysis for Consumer Decision-making Styles, Symbolic Consumption and Marketing Communication Orientation of Young Adults

Initially, first four research questions were answered in this section through the results of the data analysis.

Research Question 1: Do all of the eight consumer decision-making styles exist among young adults who live in Northern Cyprus?

Research Question 2: Do young adults in Northern Cyprus have symbolic consumption tendencies?

Research Question 3: Are young adults in Northern Cyprus affected by the marketing communication programs such as TV serials, magazines, catalogs or internet ads?

Research Question 4: Do all three materialism values (centrality, happiness and success) (Richins and Dawson (1992) exist among young adults who live in Northern Cyprus?

As a result of the analysis, three different factor analysis results showed that, young adults' eight factors were gathered and displayed for consumer decision-making factors, materialism values, status/prestige (symbolic orientation) and marketing communication orientation. Five factors were discovered with consumer decision-making styles scale, one factor was explored with materialism scale, one factor was explored with marketing communication questions and lastly one factor was displayed with symbolic consumption questions. Totally, 34 items were maintained and 35 items were eliminated in the current study out of 69 items in three different factor analysis. Thus, "brand loyalty", "price consciousness" and "impulsive, careless" as consumer decision-making styles and "centrality" and "success" as materialism values were not found out as a factor and the statements were eliminated.

In current study, exploratory factor analysis was used to confirm the factor loadings and varimax rotation was used to reach each factor. Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity was produced to understand if it's an appropriate statistical measurement or not. KMO measures are higher than the acceptable point of 0.50 (KMO, 0.856>0.50), (KMO, 0.723>0.50), and (KMO, 0.840>0.50).

Table 18. Factor Analysis for Consumer Decision-making Styles, (n=645).

Style Characteristics Statement	Factor Loadings	Variance explained (%)
F1: Perfectionist, High Quality Conscious consumer	$\alpha = 0.8860$	17.683
21. In general my effort is for purchasing best quality products.	0.847	
20. Trying to get the perfect choice is my way of shopping.	0.841	
19. I try to get very good quality in my purchases.	0.817	
22. I place extraordinary emphasis for getting best quality goods.	0.766	
24. My expectations from my purchased products are high.	0.735	
F2: Brand Conscious, Price Equal Quality consumer	0.7876	12.447
29. I think, expensive products have better quality.	0.789	
30. I think best products are only available at good department stores and exclusive stores.	0.777	
32. In general heavily advertised products are good choices.	0.678	
31. Best-selling brands and products are my choices of purchasing.	0.636	
28. I prefer to buy expensive and branded products.	0.545	
F3: Confused by Over-choice consumer	$\alpha = 0.7818$	11.835
52. Determining which store to shop is sometimes hard.	0.795	
54. Variety of information from various products are confusing for me.	0.785	
53. Having more information about products makes it harder to identify the best choice.	0.773	
51. A lot of brands to choose among cause confusion in my mind.	0.722	
F4: Recreational –Hedonistic consumer	$\alpha = 0.7455$	11.021
38. For me shopping is not enjoyable.	0.806	
42. I spend short time while shopping.	0.793	
39. A very pleasant activity of my life is shopping.	0.697	
Rec.40. I think going to store for shopping is a time consuming task.	0.668	
F5: Fashion Conscious Consumer	$\alpha = 0.7676$	9.998
35. My priority is for fashionable, trendy and eye-catching styles.	0.783	
33. Generally I have a couple of latest style clothes in my wardrobe.	0.774	
34. According to changes in fashion and innovations I update my clothes.	0.720	
		62.985%
<i>Kaiser Meyr Olkin Measure of sampling adequacy</i>	<i>.856</i>	
<i>Bartlett's Test of Sphericity approx. Chi-square</i>	<i>5274.003</i>	
<i>df.</i>	<i>210</i>	
<i>sig.</i>	<i>.000</i>	

Table 19. Factor Analysis for Materialism Values (n=645).

Style Characteristics Statement	Factor Loadings	Variance explained (%)
F6: FH. Happiness oriented consumer	$\alpha = 0.6725$	50.622
Rec.15. I could have a better life if I had some things that I don't have now.	0.743	
17. Affording more things to buy could make me happier.	0.736	
18. Not being able to afford to buy everything I want sometimes annoys me	0.610	
12. Luxury in life is what I like.	0.578	
<i>Kaiser Meyr Olkin Measure of sampling adequacy</i>	.723	
<i>Bartlett's Test of Sphericity approx. Chi-square</i>	366.063	
<i>df.</i>	6	
<i>sig.</i>	.000	

Table 20. Factor Analysis for Symbolic Consumption with Marketing Communication (n=645).

Style Characteristics Statement	Factor Loadings	Variance explained (%)
F7: MC. Marketing Communication oriented consumer	$\alpha = 0.8656$	32.927
66. I notice clothes and brands in magazines.	0.895	
68. I notice clothes and brands in catalogs.	0.836	
67. I notice clothes and brands on social media.	0.798	
65. I notice clothes and brands in movies and on TV.	0.778	
F8: PS. Prestige Status (symbolic consumption) consumer	$\alpha = 0.8200$	31.955
61. Status representing clothes are my choice.	0.825	
59. I prefer wearing well-known branded clothes which brings prestige	0.818	
60. I prefer wearing well-known branded clothes which brings social status.	0.800	
64. I purchase more items of brands that are worn by celebrities.	0.644	
63. I like to buy advertised branded clothes.	0.618	
		64.882%
<i>Kaiser Meyr Olkin Measure of sampling adequacy</i>	.840	
<i>Bartlett's Test of Sphericity approx. Chi-square</i>	2540.862	
<i>df.</i>	36	
<i>sig.</i>	.000	

The principal component factor analysis was used and the items which had low correlations were eliminated. After the eliminations, 34 items were remaining and their factor loadings were greater than 0.545. Alpha coefficients of the individual statements ranged from 0.83 to 0.49. Cronbach alpha coefficients were used to reach internal consistency for items stated in each factor. Table 18, 19 and 20 shows the consumer decision-making styles of each shopping style, symbolic consumption, marketing communication orientation and materialism values with alpha levels and factor loadings. The factor analysis helped to categorize the participants according to their answers in the questionnaire. The statements with homogenous attitudes were categorized and totally, eight factors were discovered with the three different factor analysis.

The reliability test for factors' Cronbach's alphas ranged from 0.895 to 0.545 as shown in tables 18, 19 and 20. Consumer decision-making styles scale, materialism scale, status and marketing communication oriented questions were used and finally, eight factors were retrieved from the analysis. For each factor Cronbach alpha reliabilities were calculated individually.

Young adults' consumer decision-making styles was 62.985% of variance, their materialism value was 50.622% of variance and status/prestige and marketing communication styles was 64.882% of variance.

The Cronbach's alpha coefficients for factor 1, factor 2, factor 3, factor 4, and factor 5 ranged from 0.8860 to 0.7455, indicating that there were satisfactory levels of reliability. Also, the Cronbach's alpha coefficients for factor 6 was 0.6725, for factor

7 was 0.8656, and for factor 8 was 0.8200 and indicating that there was a satisfactory level of reliability.

For the answers of Research Questions 1, 2, 3 and 4 as shown; according to the table 17, 18 and 19 factorial analysis results, there were five out of eight decision-making styles existing in Northern Cyprus. According to the analysis results for prestige/status (Symbolic Consumption) and marketing communication orientation, the existence of symbolic consumption and marketing communication orientation in Northern Cyprus with high alpha coefficients was observed. The symbolic consumption was explained with prestige status oriented consumer factor and the role of media in marketing was explained with marketing communication orientation factor. Moreover, Richins and Dawson's materialism scale was partially applicable to young adults in Northern Cyprus. Happiness was found as a factor in Northern Cyprus. Hence, the happiness was a factor of materialism of young adults in Northern Cyprus. However, centrality and success were not factors of materialism in Northern Cyprus.

4.1.3 Correlation Analysis for Consumer Decision-Making Styles, Materialism Values, Marketing Communication and Prestige Status (Symbolic Consumption) oriented Consumer Styles

In this section, the research questions from 5 to 10 were analyzed with Pearson Correlation with 0.01 significant levels. Pearson Correlation was used to understand the situation and answer the research questions. The factor analysis by using many variables and variety of factors were explored. Then, each factor was analyzed with Pearson Correlation. According to the factor analysis results, the order, factor codings and the names of each factor were; F1: Perfectionist, High Quality

Conscious consumer, F2: Brand Conscious, Price Equal Quality consumer, F3: Confused by Over-choice consumer, F4: Recreational–Hedonistic consumer, F5: Novelty Fashion Conscious Consumer, F6: FH. Happiness oriented consumer, F7: Marketing Communication oriented consumer, F8: Prestige Status (symbolic consumption) consumer.

Table 21. Correlation Table for Consumer Decision-Making Styles, Materialism Values and Marketing Communication and Prestige Status Oriented Consumer Styles

	F6 Happiness	F7 Marketing Communication	F8 Symbolic Consumption
F1 Perfectionist	,390**	,259**	,368**
F2 Brand Conscious	,372**	,230**	,557**
F3 Confused by over-choice	,152**	,204**	,235**
F4 Recreational/ Hedonistic	,233**	,357**	,146**
F5 Fashion Conscious	,404**	,403**	,476**

** Correlation is significant at 0.01 level(2-tailed) Pearson Correlation (N=645) Sig. (2-tailed)

According to Pearson correlation analysis, a positive linear relation existed among the factors positively. It means that, the increase in one factor affects the other factors. It can be easily seen that, the fashion consciousness factor had higher positive relation with happiness, marketing communication and symbolic consumption factors. People who were fashion conscious relied more on marketing communication messages and symbolic consumption, and they had a higher degree of happiness value than the other people. The positive relation means that, increases in the level of fashion consciousness affect positively the happiness, marketing communication and symbolic consumption patterns.

Moreover, brand conscious and fashion conscious factors had higher positive correlations with symbolic consumption. It can be easily seen that, the levels of fashion consciousness and brand consciousness were affected positively by the symbolic consumption. In other words, the increases in people's brand and fashion consciousness affect the symbolic consumption tendencies in positive manners. Also, the highest correlation existed between brand consciousness and symbolic consumption. The higher level of brand consciousness affected the level of symbolic consumption tendencies positively or vice versa.

Results of the correlation analysis for consumer decision-making styles, materialism values, marketing communication and prestige status oriented consumer styles with 0.01 99% confidence interval were shown in table 21. Correlation analysis helped to understand whether statistical relations exist or not among factors.

Research Question 5: What kind of relationship exists between decision-making styles and materialism values among young adults who live in Northern Cyprus?

In this study, Pearson Correlation was conducted to understand whether relationships exist between Factor 1(Perfectionist), Factor 2 (Brand Conscious), Factor 3 (Confused by Over-choice), Factor 4 (Recreational / Hedonistic, Factor 5 (Fashion Conscious) with materialism values Factor 6 (Happiness). Table 21 showed that, at the alpha level of $p < .01$, the alpha coefficient presented a positive significant relationship between Factor 1(Perfectionist) $r (645)= .390, p<.01$, Factor 2 (Brand Conscious) $r (645)= .372, p<.01$, Factor 3 (Confused by Over-choice) $r (645)= .152, p<.01$, Factor 4 (Recreational / Hedonistic) $r (645)= .233, p<.01$, Factor 5 (Fashion Conscious) $r (645)= .404, p<.01$ with materialism values Factor 6 (Happiness) of materialism values.

Research Question 6: What kind of relationship exists between decision-making styles and marketing communication oriented styles among young adults who live in Northern Cyprus?

The Pearson Correlation was conducted to determine whether relationships exist between “marketing communication” and decision-making styles. All five decision-making styles had positive statistical relationship with marketing communication oriented style. “Marketing communication” could be a new factor that was found out in this study. Table 21 showed that, at the alpha level of $p < .01$, the alpha coefficient presented a positive significant relationship between Factor 7 (Marketing Communication) and Factor 1 (Perfectionist) with $r(645) = .259, p < .01$, Factor 2 (Brand Conscious) with $r(645) = .230, p < .01$, Factor 3 (Confused by Over-choice) with $r(645) = .204, p < .01$, Factor 4 (Recreational) with $r(645) = .357, p < .01$, Factor 5 (Fashion Conscious) with $r(645) = .403$.

Research Question 7: What kind of relationship exists between decision-making styles and symbolic consumption among young adults who live in Northern Cyprus?

The Pearson Correlation was conducted to determine whether relationships exist between Factor 8 “symbolic consumption” as prestige/status orientation and decision-making styles. According to the results, all of the decision-making styles had a positive relationship with symbolic consumption oriented style. For “Symbolic consumption”, Table 21 showed that, at the alpha level of $p < .01$, the alpha coefficient presented a positive significant relationship between Factor 6 (Symbolic consumption) and Factor 1 (Perfectionist) with $r(645) = .368, p < .01$, Factor 2 (Brand Conscious) with $r(645) = .557, p < .01$, factor 3 (Confused by over-choice)

with $r(645) = .235$, $p < .01$, Factor 4 (Recreational) with $r(645) = .146$, $p < .01$, Factor 5 (Fashion Conscious) with $r(645) = .476$.

Furthermore, the research questions 8, 9 and 10 were answered with the table 22 excluding the consumer decision-making styles. The results of correlation analysis for materialism values, marketing communication and prestige status oriented consumer styles with 99% confidence interval was presented in Table 22.

Table 22. Correlation Table for Materialism Values, Marketing Communication and Prestige Status Oriented Consumer Styles

	F6 Happiness	F7 Marketing Communication	F8 Symbolic Consumption
F6 Happiness	1,000	,292**	,361**
F7 Marketing Communication	,292**	1,000	,365**
F8 Symbolic Consumption	,361**	,365**	1,000

** Correlation is significant at 0.01 level (2-tailed) Pearson Correlation (N=645) Sig. (2-tailed)

Research Question 8: What kind of relationship exists between materialism values and marketing communication oriented style among young adults who live in Northern Cyprus?

The Pearson Correlation analysis was conducted to determine whether relationships exist between Factor 7 (marketing communication) and Factor6 (Happiness). Table 22 showed that, at the alpha level of $p < .01$, the alpha coefficient presented a positive significant relationship between factor “marketing communication” with “happiness” as a materialism value. The positive relationship existing between “marketing communication” and “happiness” as shown in table 22, indicated that, r

(645) = .292, $p < .01$. According to the statistical data, there is a statistical relationship existing between consumers' happiness and marketing communication style with 0.01 levels of significance.

Research Question 9: What kind of relationship exists between materialism values and prestige status (symbolic consumption) oriented style among young adults who live in Northern Cyprus?

The Pearson Correlation was conducted to determine whether relationships exist between symbolic consumption and materialism values. Table 29 showed that, at the alpha level of $p < .01$, the alpha coefficient presented a positive significant relationship between Factor 8 (Symbolic Consumption) and Factor 6 (Happiness) $r(645) = .361$, $p < .01$. As a result, statistical relationship existed between consumers' symbolic consumption and happiness value of materialism.

Research Question 10: What kind of relationship exists between marketing communication and prestige status (symbolic consumption) oriented style among young adults who live in Northern Cyprus?

Also, the Pearson Correlation was used to understand whether relationships exist between Factor 8 (Symbolic Consumption) and F7 (Marketing Communication) factors. Table 22 explained that, at the alpha level of $p < .01$, the alpha coefficient presented a positive significant relationship between symbolic consumption and marketing communication factors. The statistical positive relationship existing between symbolic consumption and marketing communication as shown in Table 4.32 indicated that, $r(645) = .365$, $p < .01$.

4.1.4 Cluster Analysis for Hypothesis Test

This section covered Cluster Analysis which was the final analytic part of the study for testing Hypothesis. Also, 4.2 Analysis of Clusters, 4.2.1 Analysis for Cluster 1: Status Seeker-Fashion/ Conscious Consumer, 4.2.2 Analysis for Cluster 2: Survivor Function oriented Consumer and 4.2.3 Analysis for Cluster 3: Brand Conscious Status oriented Consumer, sections covered the detailed explanations of the Cluster Analysis.

In this section, Cluster Analysis was used to categorize and segment the respondents into smaller meaningful groups because of the existence of many variables and many factors in the current study. Market segmentation of the population, regarding its similarities and differences, which is required before analysis of the target population in the area of marketing communication is carried out by the use of cluster analysis. Hence cluster analysis is a valuable methodology in the studies of marketing communication researches and the cluster analysis findings of this study were as below.

Table 23. Cluster Analysis with Percentages

Clusters	1	31%	201
	2	32%	209
	3	37%	235
Sample size		100%	645

Cluster analysis was conducted and 645 respondents were divided into three meaningful categories as clusters in table 23. The first cluster covered 201 individuals as 31%, the second cluster covered 209 individuals as 32%, and the third

cluster had 235 individuals as 37% as shown in table 23. The third cluster had the highest percentages as being the largest cluster; the second largest cluster was the second cluster. Division of each factor was based on the cluster analysis performed, and according to the analysis the findings were interpreted by the researcher.

Cluster analysis was conducted to understand and categorize the young adult consumer decision-making style characteristics, materialism and symbolic consumption and marketing communication tendencies in Northern Cyprus. The aim of this statistical analysis was to examine the similarities and differences of the young adult group's behavior. Considering the sample size of this research "K-means" analysis was appropriate. In order to define the adequate number of cluster for this research, it was tested in 2, 3 and 4- clusters to reduce the standard error. The ANOVA test, with $p < = 0.05$ level of significance considered and examined the homogeneity and differences of clusters where 3 cluster analyses is found to be more efficient to be used in this research. Also, Cluster analysis was used to check F values with ANOVA for each statement.

According to Cluster Analysis with ANOVA test, the following hypotheses were developed;

H₁: Status seeker-fashion conscious young adult consumers are more perfectionist and high quality conscious consumers, regarding apparel products, than other consumers in Northern Cyprus.

H₂: Status seeker-fashion conscious young adult consumers are more marketing communication oriented towards apparel products, like noticing them in magazines, catalogs, movies and series in TV than other consumers in Northern Cyprus.

H₃: Status seeker-fashion conscious young adult consumers are more brand conscious and think price represents the quality of the apparel products than other consumers in Northern Cyprus.

H₄: Status seeker-fashion conscious young adult consumers are more prestige focused and more status seeking for apparel products compared to other consumers in Northern Cyprus.

H₅: Status seeker-fashion conscious young adult consumers are more fashion conscious consumers for apparel products than other consumers in Northern Cyprus.

As observed in below table, three different groups prevail which are homogeneous within themselves but heterogeneous regarding other group members. Consistent with ANOVA test, sig. level $p=0.000 < 0.05$, means accept H₁, H₂, H₃, H₄ and H₅.

The below tables explained mean scores and Cluster Analysis with ANOVA of the study. The style characteristics of the eight different factors were explained with F values. In the analysis, three different clusters with mean scores were explored. According to the results, cluster 2 consumers had more heterogeneous characteristics than cluster 1 and had more homogenous structure with cluster 3. However, cluster 3 had nearly similar characteristics with cluster 1 on brand consciousness and prestige/status as symbolic consumption tendencies of young adults who live in Northern Cyprus as shown in table 24 and 25. As a remarkable result, 69% (444) of the respondents had similarities on brand consciousness and symbolic consumption.

Table 24. Mean Scores and Cluster Analysis with ANOVA

Style Characteristics Statement	Status Seeker-Fashion Conscious Consumer (n=201)	Survivor Function oriented Consumer (n=209)	Brand conscious Status oriented Consumer (n=235)	F	Sig.
F1: Perfectionist, High Quality Conscious consumer					
21. In general my effort is for purchasing best quality products.	3.46	1.78	2.50	110.729	.000
20. Trying to be perfect is my way of shopping.	3.63	1.89	2.63	114.875	.000
19. I pay attention to get very good quality.	3.88	1.93	2.81	153.224	.000
22. I have special emphasis for getting the best quality goods.	3.80	2.29	3.32	88.247	.000
24. I have standards and expectations for my purchases	3.76	2.14	3.05	115.020	.000
F2: Brand Conscious, Price Equal Quality consumer					
28. I prefer to buy expensive and branded products.	4.15	2.46	3.79	184.222	.000
29. I think expensive products have better quality.	3.61	2.52	3.77	71.386	.000
30. I think the best products are only available at good department stores and exclusive stores.	3.51	2.29	3.63	86.809	.000
32. In general frequently advertised products are good choices.	3.73	2.55	3.61	75.653	.000
31. Best-selling brands and products are my choices for purchasing.	3.92	2.49	3.65	107.608	.000
F3: Confused by Over-choice consumer					
52. Determining which store to shop is sometimes hard.	3.56	2.59	2.80	33.443	.000
54. Variety of information from various products is confusing for me.	3.28	2.72	2.79	14.090	.000
53. Having a lot of information about products makes it harder to identify the best choice.	2.96	2.27	2.51	16.932	.000
51. A lot of brands to choose among cause confusion in my mind.	3.20	2.52	2.72	15.560	.000

Table 25. Mean Scores and Cluster Analysis with ANOVA (continued)

F4:Recreational –Hedonistic consumer					
38. For me shopping is not enjoyable.	3.22	2.75	2.21	34.454	.000
42. I spend short time while shopping.	3.79	3.08	2.71	42.370	.000
39. A very pleasant activity of my life is shopping.	3.38	2.11	1.97	101.577	.000
Rec.40. I think going to store for shopping is a time consuming task.	2.90	3.26	3.80	28.505	.000
F5: Fashion Conscious Consumer					
35. My priority is for fashionable, trendy and eye-catching styles.	4.14	2.22	2.66	184.811	.000
33. Generally I have a couple of latest style clothes in my wardrobe.	3.60	2.24	2.88	72.456	.000
34. According to changes in fashion and innovations I update my clothes.	4.27	2.34	3.20	154.326	.000
F6: FH. Happiness oriented consumer					
Rec.15. I could have a better life if I had some things that I don't have now.	2.55	3.58	2.93	34.003	.000
17. Affording more things to buy could make me happier.	3.71	2.51	3.00	59.979	.000
18. Not affording to buy all I want sometimes annoys me	3.84	2.78	3.74	59.276	.000
12. Luxury in life is what I like.	3.98	2.23	3.28	130.578	.000
F7: MC. Marketing Communication oriented consumer					
66. I notice clothes and brands in magazines.	3.74	2.09	2.21	144.405	.000
68. I notice clothes and brands in catalogs.	3.32	2.13	2.00	93.039	.000
67. I notice clothes and brands on social media.	3.83	2.32	2.54	108.857	.000
65. I notice clothes and brands in movies and on TV.	3.45	2.06	2.10	102.645	.000
F8: PS. Prestige Status (symbolic consumption) consumer					
61. Status representing clothes are my choice.	3.98	2.43	3.63	110.969	.000
59. I prefer wearing well-known branded clothes which brings prestige	3.95	2.31	3.48	106.654	.000
60. I prefer wearing well-known branded clothes which brings social status.	4.16	2.43	3.63	124.994	.000
64. I purchase more items of brands that are worn by celebrities.	4.37	2.70	3.71	129.464	.000
63. I like to buy advertised branded clothes.	4.00	2.37	3.46	132.859	.000

4.1.4.1 Distance between Clusters

Below section focused on the distances between the clusters.

Table 26. Distance between Clusters

Cluster	1	2	3
1		8.175	4.981
2	8.175		4.718
3	4.981	4.718	

According to the table of distances between clusters, a large distance exists between the first and second cluster. The third cluster had a small distance to the first and a small distance to the second cluster in Table 26.

Moreover, one of the factors was fashion consciousness and statements were giving the idea about fashion adoption process. According to the answers of the participants, researcher used adoption categories of people which were developed by Rogers (1962) towards the branded apparel products. Categorization was developed according to the each cluster mean scores.

According to the informal conversation with cluster members, the most sought and loved brands of the participants of the study (categorized regarding their brand personalities as identified in this study) are as follows:

- a. Sincerity brand personality (most of late majority consumers were in that category) – Their brand preferences were Adidas, Fred Perry, Burberry, Koton, and Herry.
- b. Excitement brand personality (most of early adopter consumers were in that personality categorization) – The brand preference of this group of people was US Polo, Burberry, Bershka, and Louis Vuitton.

- c. Competence brand personality (either innovators or early adopter consumers were in that personality category) – Ipekyol and Zac Posen.
- d. Sophistication brand personality (either innovators or early adopter consumers were in that personality category) – They mostly preferred Fred Perry and Burberry.
- e. Ruggedness brand personality (late majority consumers were mainly in that brand personality category) – They preferred Adidas, Pull & Bear, and Armani.

4.2 Analysis for Clusters

As mentioned earlier, considering the importance of cluster analysis in marketing communication field, 3 different groups were examined in the study with this methodology. The 3 different participant groups were; cluster 1 as status/prestige focus, cluster 2 as function focus and cluster 3 as brand awareness focus people.

4.2.1 Analysis for Cluster 1: Status Seeker-Fashion/ Conscious Consumer

These groups of people are more perfectionists, brand conscious, confused by over choice, novelty fashion, brand loyal, using media and they are affected by marketing communication efforts; they give more care for symbolic consumption and materialism for success and happiness when compared to the 2nd and 3rd cluster. As cited, they are showing a perfectionist structure; this segment of people are highly emphasizing that buying very good quality is so important for them. Consequently they place a special effort to choose the very best quality because the standards and the expectation for products they buy are very high. They believe that the price of the product and its quality has direct relationship; in other words price represents the quality of the product “when the price of the product is high that means it is a very quality product”.

Hence they prefer to buy more expensive, best-selling, most advertised and well

known international brands. Also they care for the stores' atmosphere because they believe that nice department and specialty stores offer them the best product. Noticeably, people in this cluster are fashion oriented, because since they are updating their wardrobe, fashionable and attractive styles are important for them and they state that while they are spending their money, they are not careful for each penny that they spend because they believe the price of the product is its value. As they are noticing the messages that they get from different media, they state that they may sometimes be confused by over choice while deciding which stores to visit and product that they buy.

They believe that wearing well-known brands or popular fashion designer collection gives them a prestigious position. Therefore they prefer to buy a cloth that would present a status and they are the ones who enjoy shopping and view this as a pleasant activity than others. Hence they put a direct relationship between their happiness and buying more things. They care for not being able to buy the things they wanted. Also they like to impress others with material possession of their products. Since they are highly emphasizing for material possession values they are admiring people who owns expensive homes, cars and clothes.

According to the informal conversation with these cluster members, it is seen that they have more deep explanations about the brands because they are really interested in the brands world. Some informal conversations gave an idea of 1st cluster members' ideas as "many reasons for purchasing branded fashionable products are their being a symbol for quality and status. People like to be seen in higher levels. I personally prefer branded handbags and use them with everything even though they don't suit anything.... Wearing branded products represents status, quality and

higher position. I pay more for original rather than wearing imitations. Everybody wears imitative products. Branded (expensive branded) clothes provide prestige and determines social status...Branded products are differentiated with their design and clothing. It's extraordinary and there is quest for quality....Branded product is the sign of quality as quality prolongs usage time and when it's long lasting and branded you feel different. You feel the approval of what you are wearing and this augments self-esteem." The researcher examined social approval and self-esteem which are seen as the characteristics of the cluster 1 people as mentioned in informal conversations.

1st cluster people are the only group that gave some expensive brands as examples during the informal conversation adding the accessories as handbags or shoes as the important ownings that represents social status and prestige symbolically.

Correspondingly, 1st cluster people (fashion and brand oriented people) stated that, they positively evaluate the others who wear branded products, they especially like and admire others who wear branded apparel products. Furthermore, they thought that, other people adapted themselves according to social environment; they preferred the brands on their apparel purchases because of quality, social acceptance, catching attention and show off. They considered that brands brought social status, prestige and social acceptance for one's life.

According to informal conversations, 1st and 3rd cluster young adults had high brand awareness and addiction availability upon the cluster segments and 2nd cluster young adults had low brand awareness and affection, no brand addiction and not affected by brands or people's clothing. Moreover, there was a difference between people of 1st

and 3rd clusters who has brand focus or brand addiction and high sense of brand awareness. They were more acknowledged about the brands and they knew and considered that there were expensive and cheap brands. Additionally, 2nd cluster regards, branding as negative and state it as tendency for show off or image copying. Also, the third group considered that they like brands up to a certain level however, the high addiction of brands with expensive or luxury brands represented the show off and social status gaining process in their environments. Informal conversation with young adults who are in cluster 1 thought that, when they used the original brands (high priced brands), they could not use ordinary brands or no name clothes, especially those who were interested in fashion.

Consequently, there was a difference regarding the brand perception among these 1st cluster and 2nd cluster young adults with a large gap. According to informal conversation with cluster members, top of mind brands for 1st cluster people wore expensive brands that signified a prestigious and status determinant within their conspicuous consumption considerations together with the symbolic consumption manner. They declared that, buying and wearing branded clothes and apparel brought them happiness, power and social status. They explained that, the quality was the first determinant to choose brands; however, they preferred the brands which had high quality and brought them social status and prestige in their environments. Additionally, design, style and model affected the preferability of brands. 1st cluster had less distance to the 3rd cluster and had more similar preferences with 3rd cluster instead of 2nd cluster.

4.2.2 Analysis for Cluster 2: Survivor Function oriented Consumer

They do not try to get the best or a perfect choice, and in buying process they are not

looking for best overall quality because buying very good quality is not important for them. Therefore their expectations for the product are not high. This shows that, this type of market segment has no perfectionist and a high quality conscious characteristic structure. These people neither believe that the nice and specialty stores offer the best product nor the price of a product reflects the quality of product. Hence, they disagree with the idea that well-known brands are best for them therefore the more expensive brands are not usually their choice. Hence in this segment the groups of people are not brand conscious and they do not believe that the price of the product reflects its quality. Additionally, they are not confused by over-choice because they don't face any difficulty while choosing the brands although there is abundant information about different products and brands, they can easily select which stores to shop. It is noticeable that, people in this cluster are moderately fashion oriented, and they state that, they seldom update their wardrobe because fashionable and attractive styles are moderately important for them. Also they express that while they are spending money, they are careless. However these customers are more knowledgeable than others because they are the ones who feel less regret in post purchase behavior. They have no loyalty for specific brands, they disagree with the idea of repetitive purchasing of their favorite brands, this signifies that they are not sticking to any brands and they don't repeatedly visit same stores. They are moderately noticing the marketing communication messages from media channels (print, broadcast or alternative media) therefore they somehow are less influenced in buying behavior. They are the least novel fashion conscious consumers and least to keep their wardrobe up-to-date with changing fashion, and fashionable attractive styling is not important for them among other customers. They do not believe that wearing well-known brands or popular fashion designer collection gives

them a prestigious position. Therefore they do not prefer purchasing cloths that would present a status. In this segment it is seen that they feel that their life would be better if they owned certain things. In spite of this they make shopping trips very fast and while shopping they are not pleased and they disagree that they would be happier if they could afford to buy more things. Finally it can be said that these people are almost neutral for admiring people who own expensive cars, homes and clothes. In other words they are the ones who have low material possession values.

The informal conversations with these cluster members are like, “for me style is important regardless of brand name.” “Suiting me and fitting my style is my importance...I have no brand obsession. When my friends wear brands I think they have brand obsessions. I think they have tendency for show off...Some people like to be seen as quality but there is a role of show off too...Wearing branded products do not affect me instead makes me feel uncomfortable.” Moreover, for 2nd cluster people, wearing branded clothes and apparel is not too important for them. It depends on the place and environment where they plan to go.

4.2.3 Analysis for Cluster 3: Brand Conscious Status oriented Consumer

In this segment, people are neither perfectionist nor quality conscious consumers, because they do not try to find and buy the best overall quality or best/perfect choice during purchasing process. Since very good quality is not important for them they are not in a special effort to choose very best quality products, for this reason, their standards and expectations for products are not high. Likewise they are not noticing the marketing communication messages from different media such as magazine, brochure, catalog, internet, movies, and series in television. These messages don't make them confused from this information. They are more determined consumers

than others while choosing which stores to shop and which product to buy. Since they believe that shopping is waste of time, they are doing shopping trips as fast as possible because they didn't see shopping as enjoyable; however during shopping they're satisfied. While they are behaving so, they carefully watch how much they spend but later on they wish they had not bought it. They are brand conscious consumers and prefer to buy expensive branded products. Also, they think expensive products have better quality and are only available at good nice department stores and exclusive stores. They think heavily advertised products are good choices and they like to buy best-selling brands. Also, they like status representing clothes and prefer wearing well-known branded clothes which brings prestige and social status. They are affected by celebrities and declared that they buy more items.

According to the informal conversation with these cluster members, they explained their preferences and ideas about brands as; "I purchase branded because it's more eye-catching and attractive...I think branded products are of higher quality. I purchase since my surrounding and celebrities prefer them...It's eye-catching because its quality...For me totally show off and pretending. Our society has a tendency of pretention." They thought that, the branded products bring quality to them. On the other hand, they know the possibility of the cheap and expensive brands. Status and pretention come to the participants' minds when they think the reasons of wearing branded products.

According to expressions in informal conversation, they are cautious during their selections and consider themselves happy when they have some brands. On the other hand, they expected from their friends to take care of their clothing styles especially if they hang out together. This cluster is considered as brand focus people who are

not addicted to only a few brands, and they explained that wearing branded clothes, accessories and apparel was important.

4.3 Conclusions Drawn

The research questions and answers are explained briefly at below section.

Research Question1: Do all of the eight consumer decision-making styles exist among young adults who live in Northern Cyprus?

According to the results, out of eight decision-making styles five of them exist in Northern Cyprus. These factors were; Perfectionist, Brand Conscious, Confused by Over-choice, Recreational, and Fashion Conscious consumer styles.

Research Question 2: Do young adults in Northern Cyprus have symbolic consumption tendencies?

According to the results of Factor Analysis, there were prestige/status (Symbolic Consumption) orientations on young adults who live in Northern Cyprus with high alpha coefficients.

Research Question 3: Are young adults in Northern Cyprus affected by the marketing communication programs such as TV serials, magazines, catalogs, or internet ads?

According to the results of Factor Analysis, marketing communication orientation is available on young adults who live in Northern Cyprus with high alpha coefficients.

Research Question 4: Do all three materialism values (centrality, happiness and success) (Richins and Dawson (1992) exist among young adults who live in Northern Cyprus?

According to the results of Factor Analysis, one of the three factors being happiness was available in Northern Cyprus.

Research Question 5: What kind of relationship exists between decision-making styles and materialism values among young adults who live in Northern Cyprus?

According to the Correlation Analysis results, positive linear relationship exists between Factor 1(Perfectionist), Factor 2 (Brand Conscious), Factor 3 (Confused by Over-choice), Factor 4 (Recreational / Hedonistic, Factor 5 (Fashion Conscious with the materialism value Factor 6 (Happiness).

Research Question 6: What kind of relationships exists between decision-making styles and marketing communication oriented styles among young adults who live in Northern Cyprus?

According to the Pearson Correlation results, all five decision-making styles had positive statistical relationship with marketing communication oriented style.

Research Question 7: What kind of relationship exists between decision-making styles and symbolic consumption among young adults who live in Northern Cyprus?

According to the Correlation analysis, all five decision-making styles had positive linear relationship with symbolic consumption oriented style.

Research Question 8: What kind of relationship exists between materialism values and marketing communication oriented style among young adults who live in Northern Cyprus?

The Correlation analysis results showed that, there was a positive linear relationship between Factor 7 (marketing Communication) and Factor 6 (Happiness) of materialism values.

Research Question 9: What kind of relationship exists between materialism values and prestige status (symbolic consumption) oriented style among young adults who live in Northern Cyprus?

As a result of Correlation analysis, there was a positive statistical relationship between Factor 8 (Symbolic Consumption) and Factor 6 (Happiness) of materialism values.

Research Question 10: What kind of relationship exists between marketing communication and prestige status (symbolic consumption) oriented style among young adults who live in Northern Cyprus?

The Pearson Correlation presented that, there was positive linear relationship between Factor 8 (Symbolic Consumption) and Factor7 (Marketing Communication) factors.

According to Cluster Analysis with ANOVA test, the following hypotheses were developed;

H₁: Status seeker-fashion conscious young adult consumers are more perfectionist and high quality conscious consumers, regarding apparel products, than other consumers in Northern Cyprus.

H₂: Status seeker-fashion conscious young adult consumers are more marketing communication oriented towards apparel products, like noticing them in magazines, catalogs, movies and series in TV than other consumers in Northern Cyprus.

H₃: Status seeker-fashion conscious young adult consumers are more brand conscious and think price represents the quality of the apparel products than other consumers in Northern Cyprus.

H₄: Status seeker-fashion conscious young adult consumers are more prestige focused and more status seeking consumers for apparel compared to other consumers in Northern Cyprus.

H₅: Status seeker-fashion conscious young adult consumers are more fashion conscious consumers for apparel products than other consumers in Northern Cyprus.

According to the cluster analysis results, three different clusters prevail which are homogeneous within themselves but heterogeneous regarding other group members. Consistent with ANOVA test, sig. level $p=0.000 < 0.05$, that accept H₁, H₂, H₃, H₄ and H₅.

According to cluster analysis, the researcher defines three clusters and named as Status Seeker-Fashion Conscious Consumer, Survivor Function oriented Consumer, and Brand Conscious Status oriented Consumer.

Cluster 1: Status Seeker-Fashion/Brand Conscious Consumer

Cluster 1 people are more perfectionists, brand conscious, confused by over choice, novelty fashion, brand loyal, marketing communication oriented. They are more symbolic communication oriented and at higher level of materialism values when compared to cluster 2 and cluster 3.

They like to buy more expensive, best-selling, most advertised, quality and well known international brands. They like good store decoration, atmosphere and

specialty stores. They feel more confused by over-choice compared to the other clusters. They think that the well-known brand brings them a prestigious environment. They like and enjoy shopping activity. They think they can be happier when buying more and expensive brands. Finally, they are the group that focuses on more symbolic consumption patterns, high materialism values, with high marketing communication orientation, and they are fashion innovators. They like to be the first to wear then the other segments will follow them.

Finally, they preferred the branded ones on their apparel purchases with concerns of quality, social acceptance, catching attention and show off. They think that, the brands bring social status, prestige and social acceptance for people's lives.

As a result, 3rd cluster had less distance to the 2nd cluster and had more similar preferences with 1st cluster instead of 2nd cluster on symbolic consumption and brand consciousness orientations.

Cluster 2: Survivor Function oriented Consumer

Cluster 2 people are function oriented people who have low level of brand loyalty and brand consciousness. That's why they do not feel confused by over-choices. They do not focus on high quality and do not expect high standards from the products. They are more pessimistic towards the brands and fashion world. They are more function oriented and focus more on the functional usages of the products and brands. Also, nice department stores did not affect them. They are against the notion of marketing of brands and a world of brands. They moderately notice the marketing communication messages from the media channels. They do not believe that, the well-known brands brings them social status and prestige. Also, the in-depth interview results support the cluster analysis results. They see the brands as brand

obsession and they think that other people highly prefer well-known brands for show-off, social acceptance, affection and social status purposes.

Cluster 3: Brand Conscious Status oriented Consumer

The cluster 3 people do not try to get the best quality and their standards and expectation for product are not too high. Also, they are not noticing the marketing communication messages from various media channels such as magazine, catalog, internet, movies, and series in television. Within this information, they do not feel any confusion about the brands and products. They like brands however; they are not highly fashion conscious. They are doing shopping trips as fast as possible because they think it's not an enjoyable activity; however they're satisfied during their shopping. Also, they think that high price brings high quality. Finally, they are careful for their spending towards well-known brands which bring social status and prestige for them. They are brand conscious consumers and like to buy expensive branded products. Also, they think expensive products have better quality. They think that the better quality products are available at good nice department stores and exclusive stores. They think heavily advertised products are good choices and they like to buy best-selling brands. Also, they like status representing clothes and prefer wearing well-known branded clothes which brings prestige and social status. They are affected by celebrities and declared that they buy more items if the celebrities wear those branded clothes. According to the informal conversations, brand conscious status oriented consumers think people wear well-known brands for catching attention, show-off, pretention and social status. They feel more comfortable within the brands and feel happy when they wear brands.

As a result of cluster analysis, the segment names are given by the researcher according to the results of each cluster; cluster 1 as status/prestige/fashion oriented, cluster 2 as function oriented and cluster 3 as brand/status/prestige oriented people. 2nd cluster young adults had low brand awareness and affection, had no brand addiction and were not affected by any brands or people's clothing styles while 1st and 3rd cluster young adults had high brand awareness and addiction. Furthermore members of 1st and 3rd clusters who had brand orientation or brand addiction and high sense of brand awareness in common had other differences among these two cluster members. According to informal conversation with cluster members, 1st cluster members viewed only expensive brands as original brands while 3rd cluster had more wisdom towards the brands and they were aware of the existence of both expensive and cheap brands. On the contrary, 2nd cluster even took branding as a negative issue and regarded it as a means for show off or image copying. 3rd cluster members enjoyed brands and were keen on branded wear up to an extent however, the high addiction to brand wear of expensive or luxury brands represented the show off and social status gaining process in their environments. 1st cluster young adults of those especially who were interested in fashion stated that they could not use ordinary brands or no name clothes after they used the original brands (high priced brands).

Hence, there stands a large distance among the 1st and 3rd clusters and 2nd cluster young adults regarding brand perception. They like luxury brands which signified a prestigious and status determinant value within their conspicuous consumption considerations within the symbolic consumption manner for those members of the 1st and 3rd clusters. Although they state that, quality was the first determinant to choose

brands, they preferred the high quality brands which also brought them social status and prestige within their environments.

Chapter 5

CONCLUSION

This section covers summary, conclusion of the current research and suggestions for the further study.

5.1 Summary of the Study

Present study aims to identify the decision-making styles, symbolic consumption, materialism values and marketing communication tendencies of young adults who live in Northern Cyprus.

The study focuses on the consumer decision-making styles of young consumers who live in Northern Cyprus regarding the clothing purchase and consumptions. Also, the relationship between the decision-making styles, the symbolic consumption and materialism values of young adults were analyzed with this study. The nature of the study was focused on quantitative research methodology. Survey method was used to collect data.

Initially, researcher used quantitative research with different scales and many variables to understand the current situation in Northern Cyprus. Sproles & Kendall's Consumer Style Inventory, Richins & Dawson's Materialism Scale and marketing communication and symbolic consumption oriented questions were asked to the respondents.

The usage of the different scales with many questions led the researcher to use the factor analysis. One Factor analysis was used to categorize multi variables within one study. Then, Correlation analysis was used to understand the statistical relationship between factors. Furthermore, Cluster analysis with ANOVA was used to categorize the factors into meaningful groups as segments.

For this study, 10 research questions were asked and answered within the quantitative research. Also, 5 hypotheses were tested with the results of cluster Analysis with ANOVA.

5.2 Conclusion of the Study

Recently, in this global world, where the companies focus on the consumers worldwide with similar goods, services and brands, there are some differences in Northern Cyprus market. People who live in Northern Cyprus have a mosaic of culture. Young adults here have some variations on their decisions, lifestyles, habits and consumption patterns.

In Northern Cyprus the unrecognized situation of the country affects the ways of marketing and living in the island. Reaching a young adult has some difficulties regarding the marketing communication field. The use of marketing communication tools are at introductory level or too amateur. Companies in the developed countries with global brands have more successful and professional activities towards the young adults. Hence decision making styles, materialism values, marketing communication and symbolic consumption tendencies vary according to the development level of the country being shaped by these activities.

Generally, consumer buying decisions are initiated by the needs and want of the consumers, and marketing communication professionals strive to offer their products for satisfying the needs and wants of their target consumers. The majority of young adults have tendencies towards symbolic consumption and “symbolic satisfaction” has become more important in Northern Cyprus. This situation leads to the emergence of a different kind of decision-making process and style.

As a conclusion, in current days, the world moves to the phase of symbolic consumption in which products are consumed for their symbolic benefits instead of functional benefits. Here, the five consumers’ decision-making styles out of eight styles are explored and found to be reliable among the young adults in Northern Cyprus. For market segmentation purposes; five decision-making styles, one materialism, one symbolic and one marketing communication factor are identified forming a total of eight factors in this study. The cluster analysis was used to categorize these eight factors into the three segments which are identified in the study as Status Seeker-Fashion Conscious Consumer (1st cluster), Survivor Function oriented Consumer (2nd cluster), and Brand Conscious Status oriented Consumer (3rd cluster) clusters.

The market segmentation with clusters shows that the status orientation as categorized in symbolic consumption is dominant in two different clusters. 1st cluster is consistent with nearly all of the factors. However, 3rd cluster is consistent with only brand consciousness and symbolic consumption factors. It can easily be seen that, there are low mean scores in other factors, since they focus on brands and symbolic consumption.

There were high alpha scores on brand consciousness and recreational hedonistic consumer category, and fashion consciousness, marketing communication, status/prestige and perfectionist decision-making styles. This showed that symbolic messages are given through brands and people involve some meanings into these brands. Symbolic meanings became more important than the functionality. It can be seen that, the functionality related variable in survey; “I wear clothes that are primarily functional” was not categorized as a part of any factor in research analysis.

On the other hand, the recreational and hedonistic consumer style among respondents revealed that a degree of enjoyment and excitement existed showing the tendency towards enthusiasm and they were getting happy. This factor cannot be seen as dominant, and the reason can be the lack of shopping malls in Northern Cyprus where people enjoy and spend time during shopping. Also, it is apparent that nice departments or shops augment this situation as well as a fragmented tool. The nice department stores are considered new for Northern Cyprus with franchised brands.

The factors prestige/status oriented symbolic consumption and marketing communication oriented consumer styles were also the new characteristics used with apparel products representing nonverbal communication and symbolic meanings and benefits for the consumers.

Also, the prestige/status oriented consumers factor is directed towards the prestige and status provisions of goods and brands as symbols for people. People use goods for their symbolic benefits because they express their status as social class (or group). They also use goods or brands as symbols of description of themselves and play a vital role of their symbolic existence. Also, these lead to express themselves to

others and to themselves. Therefore, this brings a reflection of their identities with the symbolic usage of goods and services. It can easily be seen that, symbolic consumption oriented style has the highest level of statistical relations with brand consciousness and then with fashion consciousness. Moreover, the brand conscious people are more symbolic benefits oriented and they think that this situation brings them happiness in their lives. However, fashion conscious people are interested more in marketing communication and symbolic consumption than other young adults.

There was a conclusion that, the young adults, especially 1st cluster respondents, responded relatively at higher level of agreements of perfectionist, fashion consciousness, brand conscious, marketing communication, and symbolic consumption issues. These styles that focus on consumption patterns have interrelations with happiness values of materialism. Fashion conscious style has the highest level of statistical relations with marketing communication orientation style. Also, the symbolic consumption has positive linear relations with all factors. Hence for the people using the brands and fashion as a symbolic consumption tool to communicate with their environment and to express themselves with apparel goods, clothing can be seen as a second skin for them.

5.3 Suggestions for Further Research

Present study makes an important contribution to the consumption culture in Northern Cyprus as being the first attempt to examine various dimensions of consumption of young adults by the usage of a consumer style inventory, materialism scale, prestige/status orientation (symbolic consumption) and marketing communication.

Based on the results, further studies can be recommended regarding the following areas:

1. More studies should be carried out which examine the attitudes of the Turkish Cypriot young adults who live abroad.
2. More research is required to find out whether the results of the study are similar or different in other Muslim countries.
3. The usage of different samples as affluent consumer groups, adults or elderly samples might outline more distinctive results among materialism and consumer decision-making styles.
4. Social media is crucial in recent days, so another study of consumer decision-making styles, materialism and symbolic consumption and marketing communication on social media analysis can be valuable.
5. More research about the brand personality reflections or personal identity reflections in different product categories can be useful.
6. Northern Cyprus is an unrecognized country which imitations of designer clothes and bags can be considered as a means of trade for some companies and for some group of customers' lives. Sometimes, people cannot realize if other people wear original Burberry or Louis Vuitton t-shirts and bags or not. Perception of people may vary according to original or imitative selections of high priced products. A further study may focus on the luxury versus imitative product purchases in Northern Cyprus and the degree of willingness and perception of them among people.

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APPENDICES

Appendix A: Questionnaire in English

Demographic questions

Gender a. Male b. Female

Age a. 17-19 b. 20-22 c. 23-25 d. 26-28 e. 29-<31

Education a. secondary b. high school c. undergraduate d. Postgraduate

Occupation a. student b. self-employed c. state employee d. private sector employee e. unemployed f. Housewife g. Other ()

University: a. EMU b. NEU c. GAU d. CIU e. LEU

Income (monthly)

a. Less than 1200 TL b. 1201TL-2000TL c. 2001-2800TL d. 2801-3600TL e. more than 3600 TL

Nationality a. Turkish Cypriot b. Turkish c. Turkish Cypriot-British d. Foreign ()

Country:

Hometown a. City town c. village

Marital Status: a. Single b. Married

e-mail:

Please read the each statement carefully and circle the most suitable answer according to your clothing shopping style, values and marketing communication .

According to your answer,

1=strongly disagree 2=disagree 3=uncertain 4=agree 5=strongly agree

Example:

I prefer buy my clothes that is advertised on magazines 1 2 3 4 5

Values

1. Individuals having expensive homes, cars or clothes are admirable for me. 1 2 3 4 5

2. Acquisition of material possessions is one of the crucial achievements of life. 1 2 3 4 5

3. I don't consider material possessions of people as an indicator of success. * 1 2 3 4 5

4. My possessions reveal my performance in life. 1 2 3 4 5

5. Affecting others with my ownings is something that I like.	1	2	3	4	5
6. I don't care about material possessions of others.*	1	2	3	4	5
7. In general I purchase what I need. *					
8. Regarding possessions I strive to have a simple life.*	1	2	3	4	5
9. My material possessions are not that important for me.*	1	2	3	4	5
10. I like purchasing impractical things.	1	2	3	4	5
11. I enjoy buying things a lot.	1	2	3	4	5
12. Luxury in life is what I like.	1	2	3	4	5
13. Material things are less important for me than it is for many individuals around me.*	1	2	3	4	5
14. I already have everything to enjoy life.	1	2	3	4	5
15. I could have a better life if I had some new things that I don't have now. *	1	2	3	4	5
16. Owning better things wouldn't make me more happy.*	1	2	3	4	5
17. Affording to buy more could make me happier.	1	2	3	4	5
18. Not affording to buy all I want, sometimes annoys me.	1	2	3	4	5
Style Characteristics					
19. I try to get very good quality in my purchases.	1	2	3	4	5
20. Trying to get perfect choice is my way of shopping.	1	2	3	4	5
21. In general my effort in general is for purchasing best quality products.	1	2	3	4	5
22. I place extraordinary emphasis for getting best quality goods.	1	2	3	4	5
23. I don't put much emphasis or effort on my purchases.	1	2	3	4	5
24. My expectations from my purchased products are high.	1	2	3	4	5

25. I purchase the first satisfactory brand or item quickly while shopping.	1	2	3	4	5
26. Getting perfect item is not an essential criterion for me in my purchases.	1	2	3	4	5
27. My favorite products are well-known branded ones.	1	2	3	4	5
28. I prefer to buy expensive and branded products.	1	2	3	4	5
29. I think, expensive products have better quality.					
30. I think best products are only available at good department stores and exclusive stores.	1	2	3	4	5
31. Best-selling brands and products are my choices of purchasing.	1	2	3	4	5
32. In general heavily advertised products are good choices.	1	2	3	4	5
33. Generally I have a couple of latest style clothes in my wardrobe.	1	2	3	4	5
34. According to changes in fashion and innovations I update my clothes.	1	2	3	4	5
35. My priority is for fashionable, trendy and eye-catching styles.	1	2	3	4	5
36. By choosing different brands from various stores I try to achieve variety.	1	2	3	4	5
37. Purchasing a new product is exciting and entertaining for me.	1	2	3	4	5
38. For me shopping is not enjoyable.	1	2	3	4	5
39. A very pleasant activity of my life is shopping.					
40. I think going to store for shopping is a time consuming task.	1	2	3	4	5
41. Shopping activity is enjoyable and full of fun.	1	2	3	4	5
42. I spend short time while shopping.	1	2	3	4	5
43. I buy as much as possible at sale prices.	1	2	3	4	5
44. Low priced products are usually my choices.	1	2	3	4	5
45. I try to achieve the best value for money.	1	2	3	4	5
46. I need to be more careful while shopping.	1	2	3	4	5

47. I make impulsive purchases.	1	2	3	4	5
48. I later regret for my careless purchase decisions.	1	2	3	4	5
49. I spend time to achieve best buying results.	1	2	3	4	5
50. I monitor my spending carefully.	1	2	3	4	5
51. Too many brands to choose among cause confusion in my mind.	1	2	3	4	5
52. Determining which store to shop is sometimes hard.	1	2	3	4	5
53. Having more information about products makes it harder to identify the best choice.	1	2	3	4	5
54. Variety of information from various products is confusing for me.	1	2	3	4	5
55. I purchase my favorite brands repeatedly.	1	2	3	4	5
56. I adhere to a brand or product that I like.	1	2	3	4	5
57. Certain shops are my routine address for shopping in general.	1	2	3	4	5
58. I regularly alter my brand choices.	1	2	3	4	5
59. I prefer wearing well-known branded clothes which brings prestige.	1	2	3	4	5
60. I prefer wearing well-known branded clothes which brings social status.	1	2	3	4	5
61. Status representing clothes are my choice.	1	2	3	4	5
62. I prefer to wear clothes because of functional benefits.	1	2	3	4	5
Marketing Communication					
63. I like advertised to buy clothes and brands.	1	2	3	4	5
64. I purchase more items of brands that are worn by celebrities.	1	2	3	4	5
65. I notice clothes and brands in movies, serials on TV.	1	2	3	4	5
66. I notice on clothes and brands in magazines.	1	2	3	4	5

67. I notice on clothes and brands on social media. 1 2 3 4 5

68. I notice clothes and brands on catalogs. 1 2 3 4 5

69. I prefer to buy brands that have social responsibility actions. 1 2 3 4 5

70. Which one is your main way to receive clothing information?
a.Tv b.radio c.internet d. magazine e.newspaper f. word of mouth communication
g.other ()

71.An avearge, how many hours did you watch/read/listen the below in a day?

TV a. Less than 1 hour b. 1-3 hours c. more than 3 hours

Newspaper a. Less than 1 hour b. 1-3 hours c. more than 3 hours

Magazine a. Less than 1 hour b. 1-3 hours c. more than 3 hours

Radio a. Less than 1 hour b. 1-3 hours c. more than 3 hours

Internet a. Less than 1 hour b. 1-3 hours c. more than 3 hours

Please write down your views briefly.

72. Who do you think influences your clothing style? (peers, family, magazines ads, TV ads, celebrities etc.)

73. What are the underlying reasons purchase and wear designer brands?

74. Is it important for you to wear branded clothes? If yes Why?

75. Why do you think many people are involved with the brand names?

Appendix B: Questionnaire in Turkish

Demografik Sorular

Cinsiyetiniz a. Erkek b. Kadın

Yaşınız a. 17-19 b. 20-22 c. 23-25 d. 26-28 e. 29-<31

Eğitim Durumunuz a. ilkokul b. ortaokul c. lise d. üniversite e. Yüksek Lisans

Mesleğiniz a. öğrenci b. serbest meslek c. kamu çalışanı d. özel sektör çalışanı
e. işsiz f. evhanımı g. diğer ()

Eğer öğrenci iseniz üniversiteniz: a. DAÜ b. YDÜ c. GAÜ d. UKÜ e. LAÜ

Aylık Geliriniz

a. 1200 TL den az b. 1201TL-2000TL c. 2001-2800TL d. 2801-3600TL e. 3600
Tlden fazla

Uyruğunuz a. KKTC b. TC c. KKTC-İngiltere d. Yabancı ()

Yaşadığınız yer a. şehir b. kasaba c. köy

Marital Status: a. bekar b. evli

e-mail adresiniz:

Lütfen her soruyu dikkatlice okuyup, kıyafet alışveriş tarzlarınız, değer yargılarınız ve pazarlama iletişimi hakkında size en uygun gelen seçeneği temsil eden rakamı yuvarlak içine alınız. Derecelendirme sistemi aşağıdaki gibidir.

1=kesinlikle katılmıyorum 2=katılmıyorum 3= fikrim yok 4=katılıyorum
5=kesinlikle katılıyorum

Örnek:

Dergilerde reklamı çıkan kıyafetleri almayı tercih ederim 1 2 3 4 5

Değer yargıları

1. Pahalı ev araba kıyafet alan kişileri takdir ederim. 1 2 3 4 5

2. Hayattaki en önemli kazanımlardan biri maddi kazanımlardır. 1 2 3 4 5

3. Kişilerin sahip olduğu materyalist(maddi) nesnelere benim için bir başarı göstergesi değildir. 1 2 3 4 5

4. Sahip olduğum şeyler hayattaki başarımın göstergesidir. 1 2 3 4 5

5. Başkalarını etkileyen şeylere sahip olmayı severim. 1 2 3 4 5

6. Diğer insanların sahip olduğu maddi objelere çok önem vermem. 1 2 3 4 5

7. Sadece ihtiyacım olan şeyleri satın alırım. 1 2 3 4 5

8.Kazanımlar söz konusu olduğunda hayatımı basit tutmaya çalışırım.	1	2	3	4	5
9. Sahip olduğum şeyler aslında benim için o kadar da önemli değiller.	1	2	3	4	5
10. Pratik olmayan şeyler için para harcamayı severim.	1	2	3	4	5
11.Birşeyler almak beni çok mutlu eder.	1	2	3	4	5
12. Hayatımda bol lüksü severim.	1	2	3	4	5
13.Maddi nesnelere tanıdığım birçok insandan daha az önem veririm.	1	2	3	4	5
14. Hayatın tadını çıkarmak için gereken herşeye sahibim.	1	2	3	4	5
15.Şu an sahip olmadığım şeylere sahip olsam hayatım daha iyi olurdu.	1	2	3	4	5
16. Daha güzel şeylerim olsa daha da mutlu olmazdım.	1	2	3	4	5
17.Daha çok şey alabilsem daha çok mutlu olurum.	1	2	3	4	5
18.Beğendiğim her şeyi alamamak bayağı canımı sıkar.	1	2	3	4	5
Tarz Özellikleri					
19.Çok iyi kalite almak benim için çok önemlidir.	1	2	3	4	5
20. Ürün alırken en iyi ve en mükemmelini almaya gayret ederim.	1	2	3	4	5
21.Genelde en iyi kaliteyi almaya gayret ederim.	1	2	3	4	5
22. En iyi kaliteli ürünü seçmek için özel efor sarfederim.	1	2	3	4	5
23. Alışverişlerime fazla özen göstermem ve kafa yormam.	1	2	3	4	5
24.Aldığım ürünlerde standartlarım ve beklentilerim çok yüksektir.	1	2	3	4	5
25. Çabucak ilk bulduğum yeterince iyi olan ürünü yada markayı alırım.	1	2	3	4	5
26. Bir ürünün beni tatmin etmesi için en iyi yada mükemmel olması gerekmez.	1	2	3	4	5

27. Tanınmış ulusal markalar benim için en iyisidir.	1	2	3	4	5
28. Genelde tercihim pahalı markalardan yanadır.	1	2	3	4	5
39. Bir ürünün fiyatı yüksekse kalitesi daha iyidir.	1	2	3	4	5
30. Şık ve özel mağazalar en iyi ürünleri sunarlar.	1	2	3	4	5
31. En çok satan markayı almayı tercih ederim.	1	2	3	4	5
32. Çok reklamı olan markalar genelde iyi tercihlerdir.	1	2	3	4	5
33. Genelde en yeni tarz giysilerden 1, 2 tane alırım.	1	2	3	4	5
34. Gardrobumu değişen moda göre güncellerim.	1	2	3	4	5
35. Moda ve çekici tarzlar benim için önemlidir.	1	2	3	4	5
36. Farklılık adına değişik mağazaları gezer ve değişik markaları tercih ederim.	1	2	3	4	5
37. Yeni birşey almak heyecan verici ve eğlencelidir.	1	2	3	4	5
38. Alışveriş benim için eğlenceli bir uğraş değildir.	1	2	3	4	5
39. Alışverişe girmek hayatımdaki eğlenceli aktivitelerden biridir.	1	2	3	4	5
40. Dükkan gezmek zaman israfıdır.	1	2	3	4	5
41. Sadece eğlencesinden dolayı alışverişini severim.	1	2	3	4	5
42. Alışveriş turlarını hızlı tamamlarım.	1	2	3	4	5
43. İndirimde alabildiğim kadar çok alırım.	1	2	3	4	5
44. Genelde tercihim düşük fiyatlı ürünlerden yanadır.	1	2	3	4	5
45. Paramın tam karşılığını almaya gayret ederim.	1	2	3	4	5
46. Alışverişlerimi olduğundan daha özenli planlamalıyım.	1	2	3	4	5
47. Alışverişlerimde anlık karar veririm.	1	2	3	4	5
48. Genelde özensiz alışveriş yapıp sonra pişman olurum.	1	2	3	4	5
49. En iyi alımı yapmak için zamanında ve özenli alışveriş yaparım.	1	2	3	4	5
50. Ne kadar harcadığıma dikkat ederim.	1	2	3	4	5
51. Çok fazla seçilecek marka olduğunda genelde kafam karışır.	1	2	3	4	5

52. Bazen hangi mağazadan alışveriş yapacağıma karar vermek zor olur.	1	2	3	4	5
53. Ürünler hakkında daha çok şey öğrendikçe en iyiyi seçmek zorlaşır.	1	2	3	4	5
54. Değişik ürünler hakkındaki farklı bilgiler kafamı karıştırır.	1	2	3	4	5
55. Tekrar tekrar aldığım favori markalarım vardır.					
56. Beğendiğim bir ürün yada markayı bulduğumda ona sadık kalırım.	1	2	3	4	5
57. Her alışverişimde aynı mağazalara giderim.					
58. Satın aldığım markaları sıklıkla değiştiririm.	1	2	3	4	5
59. Tanınmış markalı kıyafetleri giymek prestij verir.	1	2	3	4	5
60. Tasarımcıların kıyafetlerini giymek sosyal statü verir.	1	2	3	4	5
61. Statü sağlayacak bir kıyafeti almayı tercih ederim.	1	2	3	4	5
62. Öncelikle fonksiyonel olan kıyafetleri giyerim.					
Pazarlama İletişimi	1	2	3	4	5
63. Dergilerde reklamı olan marka ve kıyafetleri almayı tercih ederim.	1	2	3	4	5
64. Eğer ünlülerin giydiği yeni moda bir kıyafetse onu daha çok alırım.	1	2	3	4	5
65. TVdeki film ve dizilerdeki kıyafetler dikkatimi çeker.	1	2	3	4	5
66. Dergilerdeki kıyafetler dikkatimi çeker.	1	2	3	4	5
67. İnternetteki kıyafetler dikkatimi çeker.	1	2	3	4	5
68. Kataloglardaki kıyafetler dikkatimi çeker.	1	2	3	4	5
69. Sosyal sorumluluk çalışmaları dikkatimi çeker	1	2	3	4	5

70. Kıyafetler hakkında ana bilgi edinme kaynağınız hangisidir?

a.Tv b.radyo c.internet d. dergi e.gazete f. Katalog g.Ağızdan ağıza duyumlar
h.diğer ()

71.Günde ortalama kaç saat aşağıdakileri izler/okur/dinlersiniz?

TV a. 1 saatten az b. 1-3 saat c. 3 saatten fazla

Gazete a. 1 saatten az b. 1-3 saat c. 3 saatten fazla

Dergi a. 1 saatten az b. 1-3 saat c. 3 saatten fazla

Radyo a. 1 saatten az b. 1-3 saat c. 3 saatten fazla

İnternet a. 1 saatten az b. 1-3 saat c. 3 saatten fazla

Lütfen kısaca kendi görüşlerinizi yazınız.

72. Sizce giyim tarzınızı kim yada kimler etkiler? (arkadaşlar, aile, dergi reklamları,
TV reklamları, ünlüler v.b)

73.Markalı moda kıyafetleri almaktaki ana nedenler sizce nelerdir ?

74.Markalı ürünler giymek sizce önemlidir? Öyleyse neden?

75.Sizce neden birçok insan markaya bu kadar önem veriyor?

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Bu anket, kıyafet seçiminde tüketici karar verme tarzları ve değer yargıları konulu, doktora tez çalışmasının bir parçası olarak, yalnızca bilimsel amaçla uygulanmaktadır. Toplanan bilgiler, araştırma amaçları dışında kullanılmayacaktır. Lütfen sorulara içtenlikle ve dikkatlice yanıt veriniz ve hiçbir şekilde adınız yazmayınız.

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Yoğun temponuz içerisinde yapılacak bu çalışmaya zaman ayırdığınız için teşekkür eder, çalışmalarınızda başarılar dilerim.

Araştırmacı:

Umut Ayman

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İletişim Fakültesi

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